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Prices and Spreads
for Processed Fruits,
Vegetables, and Juices
Sold in Selected Markets,
1970/71—1975/76

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PRICES AND SPREADS FOR PROCESSED FRUITS, VEGETABLES, AND JUICES SOLD IN SELECTED MARKETS, 1970/71-1975/76, by Alfred J. Burns and Stephen M. Raleigh, Commodity Economics Division, Economic Research Service, U.S. Department of Agriculture, AGERS-36.

ABSTRACT

Prices and margins for 24 processed fruit and vegetable products sold in selected major cities are examined. Retail prices, processor prices, farm values, the wholesaler and retailer margins and the processor margins of most processed fruits and vegetables increased. However, farm values and the marketing margins expressed as a percentage of retail price did not change significantly. The farm value of all 24 products averaged 22 percent of the retail price, the processor margin averaged 42 percent, and the wholesaler and retailer margin 36 percent.

KEYWORDS: Canned, farm, frozen, fruits and vegetables, margins, marketing, prices, processor, retail.

PREFACE

The U.S. Department of Agriculture conducts continuing studies to monitor spreads between prices paid by consumers and those received by growers. This is the second comprehensive report on processed fruits and vegetables. The first was Statistical Bulletin No. 477, "Prices, Margins, and Farm Value of Canned and Frozen Fruits, Vegetables, and Juices Sold in Selected Markets, 1965/66--1969/70," published in October 1971.

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SUMMARY

Examination of statistical data indicates considerable variation in prices, margins, and farm values of 24 processed fruit and vegetable products sold in selected markets in 1970/71--1975/76.

Retail prices and their components increased for most processed fruits, vegetables, and juices over the 6-year period. For all products, the retail price rose 33 percent, the wholesaler and retailer margin 38 percent, the processor margin 25 percent, and farm value 51 percent. Retail price, farm value, and the processor margin increased sharply for most products in 1974/75 after a slow upward trend in 1970/71--1973/74. Retail price and the processor margin declined in 1975/76 for most products, but farm value continued to increase that season.

The market shares which comprise the retail price did not change significantly in 1970/71--1975/76. The farmer's share of all products averaged 22 percent of the retail price. The remainder, or marketing margin, of 78 percent was divided into the processor's margin of 42 percent and the wholesaler and retailer's margin of 36 percent.

Farmers received about 14 percent of the retail price of canned vegetables, 19 percent of canned fruits and frozen vegetables, and 33 percent of canned and frozen juices. The processor received about 50 percent for canned fruits and vegetables, 39 percent for frozen vegetables, and only 30 percent for juices. The wholesaler and retailer received 31 percent for canned fruits, 35 percent for canned vegetables, 37 percent for juices, and 42 percent for frozen vegetables.

For the six vegetables in both canned and frozen forms, the total marketing margin expressed as a percentage of the retail price was about the same for canned and frozen. The percentage wholesaler and retailer margin was larger for the frozen than the canned, and the percentage processor margin was smaller for the frozen than the canned.

GLOSSARY

Retail price: Bureau of Labor Statistics estimate of the average price paid for a specified commodity by customers in a sample of retail stores in a given city on the first consecutive Tuesday, Wednesday, and Thursday of the month. The retail price is reported per can or package and expanded to a case basis.

Processor price: The midpoint of the f.o.b. plant price range for a specified case of a canned or frozen fruit or vegetable listed by processors in a specified processing area. This does not include off-list allowances sometimes offered by processors.

Farm value: The equivalent returns to all inputs used in producing, harvesting, and delivering to the processing plant door a specified quantity of a fruit or vegetable required to pack a case of the product. For certain commodities, particularly vegetables grown under contract, the processor provides varying amounts of services, equipment, or other inputs used in producing, harvesting, or delivering the commodity. The farm value includes the cash payment to the grower plus the value of any services, equipment, or other inputs provided by the processor.

Wholesaler and retailer margin: The difference between the retail price and the f.o.b. processor price. This margin is the amount received by those who perform the functions of transporting from the processor to the consuming city, wholesaling or brokerage, intracity transportation, and retailing.

Processor margin: The difference between the f.o.b. processor price and the farm value. This margin is the amount received by those who perform the functions of processing, warehousing, and selling the product.

Marketing year: A 12-month marketing period for a processed fruit or vegetable beginning with the first month of the major packing season for that product.

PRICES AND SPREADS FOR PROCESSED FRUITS,
VEGETABLES, AND JUICES SOLD IN SELECTED MARKETS,
1970/71 - 1975/76

by

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INTRODUCTION

The growth of processing in the fruit and vegetable industry reflects changes in consumption patterns. Consumption of processed fruits and vegetables has steadily increased at the expense of fresh produce. Use of processed fruits and vegetables reached a high of 258 pounds (fresh weight) per person in 1976; 28 percent more than in 1966; and 47 percent more than in 1946. Consumption of processed items accounted for slightly under 60 percent of total fruit and vegetable consumption per person in 1976, up from about 50 percent in 1956 and near 40 percent in 1946.

The spread between the farm value and the retail price of a processed commodity is the total of charges made by marketing agencies involved in moving the commodity from the farm to the consumer. Rapidly rising food prices in recent years have focused attention on the size of the total spread and the distribution of the consumer's dollar among its component parts and the grower.

This report presents prices, margins, and farm values for selected canned and frozen fruits, vegetables, and juices sold in specific retail markets. Data are presented for 24 fruit and vegetable products; 7 in both canned and frozen forms.

METHODOLOGY AND SOURCES OF DATA

Prices are reported at three levels in the marketing channel--retail, processor, and farm. Prices are given in terms of a can or package and in terms of a case of a given number and size of cans or packages.

Retail prices are those paid by consumers in a sample of food stores in selected urban areas. Prices collected in each store are for brands usually selling in greatest volume in that store. Prices were reported per can or package by the Bureau of Labor Statistics and expanded to a per case basis. No adjustment was made for losses from nonsalable, spoiled, or damaged cans or packages. This report considers these losses as an expense to the retailer to be covered by his margin.

Processor prices (f.o.b. processing plant) are midpoints of price ranges listed in industry trade magazines. They do not include off-list allowances sometimes offered by processors. Processor prices for most canned items are from Food Production/Management magazine (The Canning Trade, Inc., Baltimore, Md.), and some canned items and all frozen items are from the Report on Food and Markets (The American Institute of Food Distribution, Inc., Fair Lawn, N.J.).

Prices at the farm level are expressed as the farm value of a case of the canned or frozen product.

Farm value was computed by multiplying the seasonal average price or value received by the appropriate farm weight equivalent (the quantity of the raw product required to pack a case of the processed product). These equivalents, except for Florida citrus products, were computed from data in Statistical Bulletin No. 362, Conversion Factors and Weights and Measures for Agricultural Commodities and Their Products, June 1965. The equivalents for Florida citrus products were computed from data in the Florida Cannery Association's annual Statistical Summary.

Farm values of most fruits and vegetables were computed using seasonal average processing plant door prices or values per unit published in annual reports of the USDA Statistical Reporting Service. Values for asparagus, green beans, lima beans, beets, broccoli, corn, cabbage for kraut, peas, spinach, and tomatoes were obtained from Vegetables - Processing Annual Summary: Acreage, Yield, Production, and Value (Vg 1-2). Values for brussels sprouts and strawberries are from Vegetables, Fresh Market, Annual Summary: Acreage, Yield, Production, and Value (Vg 2-2).

Fruit prices, other than Florida citrus, are from Noncitrus Fruits and Nuts, Annual Summary: Production, Use, Value (FrNt 1-3) and various monthly issues of Agricultural Prices. Florida orange and grapefruit prices are from the Florida Cannery Association's annual Statistical Summary.

Prices for processed items normally do not change much during a marketing year and are reported at 3-month intervals. A simple average is reported for each marketing year.

Stocks of a product at the processor level not sold at the close of a marketing year are carried over. Carryin stock is packed during the preceding marketing year, hence the grower of the raw product receives the preceding season's price. The farm value for the first pricing month of each marketing year is adjusted to reflect the sale of carryin stock. The first pricing month is either the first, second, or third month of the marketing year. All carryin stocks are assumed to be sold during the first 3 months of a marketing year. Carryin stocks are also assumed to be sold concurrently with the new pack, but with a declining influence on the current marketing year.

Adjustments for carryin stock are made as follows: When the first pricing month is the first month of the marketing year, the farm value is based on 75 percent of the preceding season's farm price and, 25 percent of the current season's price; if the second month, 50 percent each; and if the third month, 25 percent and 75 percent.

This report presents the seasonal average retail price per can or package for each product sold in selected cities. Retail prices are shown for seasons prior to 1970/71, where data are available. Quarterly and seasonal average retail price, processor price, and farm value per case of a given quantity of cans or packages are also shown. Farm value is also shown as a percentage of the retail price. The processor margin and the wholesaler and retailer margin are shown both in dollars per case and as a percentage of the retail value. The above statistics are also capsulized for canned fruits, canned vegetables, frozen vegetables, and canned and frozen juices in four summary tables.

CANNED FRUITS

Seasonal average retail price, wholesaler and retailer margin, processor margin, and farm value of canned applesauce, apricots, sour cherries, grapefruit sections, cling peaches, and Bartlett pears increased sharply between 1970/71 and 1975/76, with most of the increase occurring after 1972/73 (summary table 1). The retail price of a no. 303 can equivalent of these fruits averaged 36.8 cents in 1975/76; about two-thirds more than in 1970/71. Retail price increased 10 percent in the first three seasons and more than 50 percent in the last three seasons. The pattern of price increases was similar for each canned fruit except grapefruit sections and pears, for which increases were more evenly spread over the six seasons and were smaller than for other fruits.

The seasonal average wholesaler and retailer margin for canned fruit was 12.6 cents per can in 1975/76, three-fourths higher than in 1970/71. This spread declined slightly in 1972/73, then accelerated sharply in the last three seasons. Sour cherries experienced the greatest increase, followed by peaches. Applesauce increased the least, followed by Bartlett pears.

The processor margin for canned fruits averaged 18 cents per can in 1975/76, 71 percent higher than in 1970/71. This margin was only 0.4 cents higher in 1975/76 than a year earlier, as the margin declined in 1975/76 for apricots, cherries, and pears.

The farm value of canned fruits averaged 6.2 cents per can in 1975/76, 41 percent more than five seasons earlier. Farm value reached a high of 7.6 cents per can in 1974/75, then declined 18 percent in 1975/76. That season farm value declined for each fruit except peaches.

A simple trend analysis shows that the retail price of canned fruits increased an average of 3.4 cents per no. 303 can equivalent per season in 1970/71-1975/76. During this period, the wholesaler and retailer margin rose 1.1 cents per can per season; the processor margin went up 1.7 cents; and farm value rose 0.6 cent.

The processor margin accounted for about half of the retail price of canned fruit in 1970/71-1975/76, ranging from 41 to 53 percent. The wholesaler and retailer margin took 28-33 percent of the retail price, and farm value 17-21 percent.

Summary table 1--Selected canned fruits: Seasonal average retail price, wholesale and retail margin, processor margin, and farm value per can, average of major markets, 1970/71-1975/76

Fruit and season	Index (1970/71=100)										
	Retail price	Wholesale and retail margin	Processor margin	Farm value	Retail price	Wholesale and retail margin	Processor margin	Farm value	Retail price	Wholesale and retail margin	Processor margin
	Cents	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percent	Percent	Percent
Applesauce (No. 303 can) <u>1/</u>											
1970/71	22.8	9.3	41	10.3	45	3.2	14	100	100	100	100
1971/72	23.0	9.1	40	10.8	47	3.1	13	101	98	105	97
1972/73	24.5	9.0	37	11.2	46	4.3	17	107	97	109	134
1973/74	34.6	10.2	30	15.7	45	8.7	25	152	110	152	272
1974/75	38.6	12.6	33	17.8	46	8.2	21	169	135	173	256
1975/76	36.7	14.4	39	18.5	51	3.8	10	161	155	180	119
Apricots (No. 2 1/2 can) <u>2/</u>											
1970/71	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72	40.6	12.6	31	23.0	56	5.0	12	N/A	N/A	N/A	N/A
1972/73	47.1	10.5	23	28.9	61	7.7	16	N/A	N/A	N/A	N/A
1973/74	54.2	14.4	26	30.5	56	9.3	18	N/A	N/A	N/A	N/A
1974/75	76.2	16.8	22	44.8	59	14.6	19	N/A	N/A	N/A	N/A
1975/76	78.7	27.1	35	40.2	51	11.4	14	N/A	N/A	N/A	N/A
Cherries, RSP (No. 303 can) <u>3/</u>											
1970/71	31.3	9.9	32	13.6	43	7.8	25	100	100	100	100
1971/72	35.4	10.8	30	14.5	41	10.1	29	113	109	107	129
1972/73	34.4	8.4	24	17.4	51	8.6	25	110	85	128	110
1973/74	47.4	12.0	25	16.6	35	18.8	40	151	121	122	241
1974/75	65.6	22.5	34	22.9	35	20.2	31	210	227	168	259
1975/76	61.1	26.1	43	22.6	37	12.4	20	195	264	166	159
Grapefruit sections (No. 303 can) <u>4/</u>											
1970/71	30.3	9.0	30	16.7	55	4.6	15	100	100	100	100
1971/72	33.2	9.8	29	16.8	51	6.6	20	110	109	101	143
1972/73	34.6	10.6	31	16.7	48	7.3	21	114	118	100	159
1973/74	37.6	11.2	30	20.6	55	5.8	15	124	124	123	126
1974/75	42.5	13.1	31	22.5	53	6.9	16	140	146	135	150
1975/76	43.0	15.1	35	23.1	54	4.8	11	142	168	138	104
Peaches, clingstone (No. 2 1/2 can) <u>5/</u>											
1970/71	33.4	9.2	28	16.8	50	7.4	22	100	100	100	100
1971/72	34.5	8.8	25	18.4	54	7.3	21	103	96	110	99
1972/73	35.2	6.9	20	21.4	61	6.9	19	105	75	127	93
1973/74	42.6	10.7	25	23.6	55	8.3	20	128	116	140	112
1974/75	56.8	17.3	30	28.3	50	11.2	20	170	188	168	151
1975/76	58.0	17.5	30	29.1	50	11.4	20	174	190	173	154
Pears, Bartlett (No. 303 can) <u>6/</u>											
1970/71	51.3	17.6	34	22.2	44	11.5	22	100	100	100	100
1971/72	53.0	20.1	37	24.3	47	8.6	16	103	114	109	75
1972/73	54.5	18.0	33	26.0	48	10.5	19	106	102	117	91
1973/74	58.6	20.5	35	26.7	46	11.4	19	114	117	120	99
1974/75	71.5	21.6	30	34.5	48	15.4	22	139	123	155	134
1975/76	73.4	27.5	37	32.8	45	13.1	18	143	156	148	114
Above fruit (No. 303 can equivalent) <u>7/</u>											
1970/71	22.1	7.2	33	10.5	47	4.4	20	100	100	100	100
1971/72	23.2	7.6	33	11.5	49	4.1	18	105	106	110	93
1972/73	24.2	6.7	28	12.9	53	4.6	19	110	93	123	105
1973/74	29.8	8.5	29	14.9	51	6.4	21	135	118	142	145
1974/75	36.4	11.2	31	17.6	48	7.6	21	165	156	168	173
1975/76	36.8	12.6	34	18.0	49	6.2	17	167	175	171	141

- 1/ Sold in Detroit and Pittsburgh.
2/ Sold in Chicago and New York City.
3/ Sold in Detroit and Pittsburgh.
4/ Sold in Detroit and Pittsburgh.
5/ Sold in Detroit and Pittsburgh.
6/ U.S. average.
7/ Weighted by canned pack.

The percentage of the retail price of canned fruits going to the farmer and other market factors did not show any significant change during the period. For the six seasons, the processor margin averaged 50 percent; the wholesaler and retailer margin, 31 percent; and farm value, 19 percent.

The market shares of individual canned fruits fluctuated from season to season, but no fruit showed any significant trend during the period. Farm value of cherries was 25 percent in 1970/71 and 1972/73; 40 percent in 1973/74; 20 percent in 1975/76; and averaged 28 percent for the six seasons. The processor margin for cherries ranged from 35 to 51 percent and averaged 40 percent for the period, well below the average size of this margin for other canned fruits.

Prices and margins for individual canned fruits sold in selected cities are shown in tables 1-25. Data for Thompson Seedless raisins are in tables 26-29 and for frozen strawberries in tables 30-33.

CANNED VEGETABLES

The seasonal average retail price, farm value, processor margin, and wholesaler and retailer margin for canned asparagus, green beans, lima beans, beets, corn, sweet peas, sauerkraut, spinach, tomatoes, and tomato catsup increased sharply in 1970/71-1975/76, with most of the increase occurring after 1973/74 (summary table 2). The retail price of these vegetables averaged 38 cents per no. 303 can equivalent in 1975/76, 48 percent higher than in 1970/71. Retail price for each vegetable increased about the same amount, except for beets (70-percent rise) and spinach (36-percent rise). Retail prices for green beans, lima beans, and sauerkraut reached a high in 1974/75, and dropped slightly in 1975/76.

The processor margin for canned vegetables reached a high of 19.7 cents per can in 1974/75, 56 percent higher than in 1970/71; and dropped 11 percent in 1975/76. A lower processor margin in 1975/76 resulted from a higher farm value and lower processor selling price that season. Processors of most canned vegetables found it necessary to reduce selling price several times in 1975/76 in order to move large stocks in a sluggish market. Lower processor selling price was offset by a larger wholesaler and retailer margin, resulting in slightly higher retail prices for most vegetables that season.

A simple trend analysis found that the retail price of canned vegetables increased an average of 2.9 cents per no. 303 can equivalent per season since 1970/71. During this period, the processor margin went up 1.3 cents per can per season; the wholesaler and retailer margin rose 1.0 cent; and farm value went up 0.6 cent.

The processor margin accounted for about half of the retail price of canned vegetables in 1970/71-1975/76, ranging from 46 to 53 percent. The wholesaler and retailer margin took 33-38 percent and farm value took 14-16 percent. The market shares did not show any significant change during the period. For the six seasons, the processor margin averaged 51 percent of the retail price; the wholesaler and retailer margin, 35 percent; and farm value, 14 percent.

Summary table 2--Selected canned vegetables: Seasonal average retail price, wholesale and retail margin, and farm value per can, average of major markets, 1970/71-1975/76

Vegetable and season	Retail price	Wholesale and retail margin	Processor margin	Farm value	Index (1970/71=100)					
					Retail price	Wholesale and retail margin	Processor margin	Farm value		
	Cents	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percentage of retail price	Percent		
Asparagus (No. 300 can) <u>1/</u>										
1970/71	65.2	18.1	28	27.2	42	19.9	30	100	100	100
1971/72	68.8	17.2	25	30.4	44	21.2	31	106	95	112
1972/73	72.0	16.4	23	32.9	46	22.7	31	110	91	121
1973/74	78.9	18.1	23	37.1	47	23.7	30	121	100	136
1974/75	89.0	21.4	24	42.3	48	25.3	28	136	118	156
1975/76	90.4	31.8	35	33.1	37	25.5	28	139	176	122
Beans, green (No. 303 can) <u>2/</u>										
1970/71	24.8	10.6	43	10.9	44	3.3	13	100	100	100
1971/72	24.9	9.8	39	12.0	48	3.1	12	100	92	110
1972/73	27.0	11.3	42	12.4	46	3.3	12	109	107	114
1973/74	29.1	11.6	40	14.0	48	3.5	12	117	109	128
1974/75	36.9	13.6	37	18.4	50	4.9	13	149	128	169
1975/76	34.8	15.0	43	14.6	42	5.2	15	140	142	134
Beans, lima (No. 303 can) <u>3/</u>										
1970/71	35.0	14.6	42	15.2	43	5.2	15	100	100	100
1971/72	35.6	15.0	42	15.8	45	4.8	13	102	103	104
1972/73	36.5	14.7	40	16.5	45	5.3	15	104	101	109
1973/74	42.6	15.7	37	21.6	51	5.3	12	122	108	142
1974/75	53.6	19.4	36	26.8	50	7.4	14	153	133	176
1975/76	53.4	21.0	39	23.5	44	8.9	17	152	144	155
Beets (No. 303 can) <u>4/</u>										
1970/71	19.1	6.2	23	11.6	61	1.3	6	100	100	100
1971/72	20.1	5.5	27	13.3	66	1.3	7	105	89	115
1972/73	22.1	6.3	29	14.4	65	1.4	6	116	102	124
1973/74	25.7	8.6	34	15.4	60	1.7	6	135	139	133
1974/75	32.0	8.8	27	20.9	66	2.3	7	168	142	180
1975/76	32.4	10.6	33	19.4	60	2.4	7	170	171	167
Corn, W. K. (No. 303 can) <u>5/</u>										
1970/71	25.6	9.8	38	12.5	49	3.3	13	100	100	100
1971/72	24.4	8.7	36	12.4	51	3.3	13	95	89	99
1972/73	25.0	8.9	35	12.6	51	3.5	14	98	91	101
1973/74	27.5	8.2	30	15.3	55	4.0	15	107	84	122
1974/75	39.3	12.6	32	19.7	50	7.0	18	154	129	158
1975/76	39.4	15.8	40	15.8	40	7.8	20	154	161	126
Peas, sweet (No. 303 can) <u>6/</u>										
1970/71	24.9	9.0	36	11.9	48	4.0	16	100	100	100
1971/72	25.1	8.6	34	12.5	50	4.0	16	101	96	105
1972/73	24.7	8.0	32	12.6	51	4.1	17	99	89	106
1973/74	27.2	8.8	32	14.2	52	4.2	16	109	98	119
1974/75	35.1	10.3	30	18.3	52	6.5	18	141	114	154
1975/76	37.4	11.2	30	18.4	49	7.8	21	150	124	155
Sauerkraut (No. 303 can) <u>7/</u>										
1970/71	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72	20.8	6.9	33	12.6	61	1.3	6	N/A	N/A	N/A
1972/73	23.8	6.8	29	15.3	64	1.7	7	N/A	N/A	N/A
1973/74	28.4	8.6	30	17.9	63	1.9	7	N/A	N/A	N/A
1974/75	31.2	10.0	32	18.9	61	2.3	7	N/A	N/A	N/A
1975/76	30.3	11.2	37	16.8	55	2.3	8	N/A	N/A	N/A
Spinach (No. 303 can) <u>8/</u>										
1970/71	23.8	11.1	46	11.3	48	1.4	6	100	100	100
1971/72	24.4	10.0	41	13.0	53	1.4	6	102	90	115
1972/73	25.1	9.9	39	13.7	55	1.5	6	105	89	121
1973/74	26.2	10.6	40	14.1	54	1.5	6	110	95	125
1974/75	30.5	12.8	42	15.9	52	1.8	6	128	115	141
1975/76	32.4	13.8	43	16.6	51	2.0	6	136	124	147
Tomatoes (No. 303 can) <u>9/</u>										
1970/71	22.5	7.0	31	12.9	57	2.6	12	100	100	100
1971/72	22.6	6.6	29	13.3	59	2.7	12	100	94	103
1972/73	23.8	6.9	29	14.2	60	2.7	11	106	99	110
1973/74	27.4	8.2	30	16.1	59	3.1	11	122	117	125
1974/75	34.3	11.8	34	17.8	52	4.7	14	152	169	138
1975/76	35.2	13.2	38	17.2	49	4.8	14	156	189	133
Tomato catsup (14 oz. bottle) <u>10/</u>										
1970/71	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72	29.7	11.4	38	14.5	49	3.8	13	N/A	N/A	N/A
1972/73	30.6	11.5	38	15.3	50	3.8	12	N/A	N/A	N/A
1973/74	34.2	12.8	38	16.9	49	4.5	13	N/A	N/A	N/A
1974/75	43.3	12.9	30	23.7	55	6.7	15	N/A	N/A	N/A
1975/76	45.8	14.7	32	24.1	53	7.0	15	N/A	N/A	N/A
Above vegetables (No. 303 can equivalent) <u>11/</u>										
1970/71	25.7	9.5	37	12.6	49	3.6	14	100	100	100
1971/72	25.8	8.9	34	13.3	52	3.6	14	100	94	106
1972/73	26.9	9.2	34	14.0	52	3.7	14	105	97	111
1973/74	29.8	9.8	33	15.9	53	4.1	14	116	103	126
1974/75	37.8	12.4	33	19.7	52	5.7	15	147	130	156
1975/76	38.0	14.3	38	17.5	46	6.2	16	148	150	139

1/ Sold in Seattle and Washington, D.C.

2/ Sold in Chicago, Seattle, and Washington, D.C.

3/ Sold in Seattle and Washington, D.C.

4/ U.S. average.

5/ Sold in Chicago, Seattle, and Washington, D.C.

6/ Sold in Chicago and Detroit.

7/ Sold in Chicago and New York City

8/ Sold in Seattle and Washington, D.C.

9/ U.S. average.

10/ San Francisco and Seattle.

11/ Weighted by canned pack.

N/A = Not available.

Market shares of individual canned vegetables fluctuated from season to season, but, with the exception of sweet peas, no vegetable showed any significant change in 1970/71-1975/76. The wholesaler and retailer margin's share of the retail price of sweet peas declined about 1 percentage point per season, and the farmer's share increased about the same amount.

Prices and margins for individual canned vegetables sold in various markets are shown in tables 34-37, 42-46, 51-54, 59-63, 71-75, 80-83, 88-95, and 100-110.

FROZEN VEGETABLES

Seasonal average prices and margins for frozen asparagus, green beans, lima beans, broccoli, brussel sprouts, corn, sweet peas, and spinach increased in 1970/71-1975/76, with most of the increase occurring after 1973/74 (summary table 3). The retail price of these vegetables averaged 37.5 cents per 10-ounce package equivalent in 1975/76, 43 percent higher than in 1970/71. The wholesale and retail margin went up 48 percent in this period. Both the retail price and the wholesaler and retailer margin went up only about 1 percent prior to 1974/75.

The farm value of these vegetables averaged 8.2 cents per package in 1975/76, nearly three-fourths more than in 1970/71. The processor margin reached a high of 14 cents a package in 1974/75, 37 percent higher than in 1970/71; but fell 10 percent in 1975/76. A higher farm value, combined with a lower processor selling price, resulted in a smaller processor margin that season than a year earlier. Processors of most frozen vegetables reduced selling price several times in 1975/76. However, the lower processor selling price was more than offset by a larger wholesaler and retailer margin, resulting in a slightly higher retail price for most frozen vegetables that season.

A simple trend analysis found that the retail price of frozen vegetables increased an average of 2.4 cents per 10-ounce package equivalent per season in 1970/71-1975/76. During this period, the wholesaler and retailer margin went up 1 cent per package per season; the processor margin rose 0.6 cent; and farm value increased 0.8 cent.

Farm value of frozen vegetables was 18-19 percent in 1970/71-1973/74, and increased sharply to 22 percent in 1974/75 and 1975/76. The processor margin was 39-41 percent in 1970/71-1974/75 and fell to 34 percent in 1975/76. Due mainly to this shift in market shares, the farmers' share increased on the average about 1 percentage point per season in 1970/71-1975/76, and the processor margin declined by a similar amount. For the six seasons, the wholesaler and retailer margin averaged 42 percent; the processor margin 39 percent, and farm value 19 percent.

The farmers' share of the retail price of brussel sprouts, corn, sweet peas, and spinach increased by a significant amount during 1970/71-1975/76, mainly at the expense of the processor margin. Market shares of other individual frozen vegetables did not shift much.

Summary table 3--Selected frozen vegetables: Seasonal average retail price, wholesale and retail margin, and farm value per package, average of major markets, 1970/71-1975/76

Vegetable and season	Index (1970/71=100)							
	Retail price	Wholesale and retail margin	Processor margin	Farm value	Retail price	Wholesale and retail margin	Processor margin	Farm value
	Cents	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percentage of retail price	Percent
Asparagus (10-oz. package) 1/								
1970/71	69.6	25.3	36	22.4	32	21.9	32	100
1971/72	77.4	26.8	35	27.1	35	23.5	30	111
1972/73	78.6	24.9	32	28.4	36	25.3	32	113
1973/74	82.0	24.5	30	31.2	38	26.3	32	118
1974/75	92.1	26.5	29	36.4	39	29.2	32	132
1975/76	99.4	33.3	33	36.6	37	29.5	30	143
Beans, green (9-oz. package) 2/								
1970/71	25.2	10.4	46	11.5	46	3.3	13	100
1971/72	26.1	10.3	39	12.5	48	3.3	13	104
1972/73	27.2	10.8	39	13.0	48	3.4	13	108
1973/74	28.4	11.6	41	13.1	46	3.7	13	113
1974/75	34.6	12.4	36	16.2	47	6.0	17	137
1975/76	34.1	14.2	42	14.1	41	5.8	17	135
Beans, lima (10-oz. package) 3/								
1970/71	27.4	12.2	44	8.2	30	7.0	26	100
1971/72	27.7	12.3	45	8.0	29	7.4	26	101
1972/73	27.9	10.8	39	9.0	32	8.1	29	102
1973/74	33.2	13.2	40	11.8	35	8.2	25	121
1974/75	41.0	15.4	37	13.9	34	11.7	29	150
1975/76	42.0	18.3	44	12.2	29	11.5	27	153
Broccoli (10-oz. package) 4/								
1970/71	32.0	13.8	43	11.4	36	6.8	21	100
1971/72	32.4	14.5	45	10.6	33	7.3	22	101
1972/73	33.4	14.4	43	11.6	35	7.4	22	104
1973/74	36.1	15.1	42	13.2	37	7.8	21	113
1974/75	41.3	17.2	42	14.4	35	9.7	23	129
1975/76	43.7	18.8	43	14.6	34	10.3	23	137
Brussel sprouts (10-oz. package) 5/								
1970/71	39.2	17.0	43	11.4	29	10.8	28	100
1971/72	40.4	17.5	43	12.2	30	10.7	27	103
1972/73	40.4	17.3	43	11.4	28	11.7	29	103
1973/74	42.2	18.3	43	12.2	29	11.7	28	108
1974/75	45.0	19.6	43	10.7	24	14.7	33	115
1975/76	46.6	20.3	44	10.8	23	15.5	33	119
Corn, W. K. (10-oz. package) 6/								
1970/71	21.6	9.4	44	8.9	41	3.3	15	100
1971/72	21.9	8.7	40	10.1	46	3.1	14	101
1972/73	23.4	9.5	41	10.5	45	3.4	14	108
1973/74	26.5	10.6	40	11.7	44	4.2	16	123
1974/75	33.8	13.0	38	13.0	38	7.8	24	156
1975/76	33.1	15.1	46	10.4	31	7.6	23	153
Peas, sweet (10-oz. package) 7/								
1970/71	21.9	9.5	43	8.9	41	3.5	16	100
1971/72	22.4	9.5	43	9.5	42	3.4	15	102
1972/73	22.8	9.2	40	9.9	44	3.7	16	104
1973/74	24.9	10.7	43	10.1	41	4.1	16	114
1974/75	33.2	12.8	39	13.6	44	6.8	20	152
1975/76	36.6	17.3	47	11.9	33	7.4	20	167
Spinach (10-oz. package) 8/								
1970/71	20.9	10.1	48	9.1	44	1.7	8	100
1971/72	20.8	10.2	49	8.9	43	1.7	8	100
1972/73	20.8	10.1	49	8.9	43	1.8	8	100
1973/74	21.5	9.8	46	9.8	46	1.9	8	103
1974/75	23.8	12.4	52	9.3	39	2.1	9	114
1975/76	23.3	11.5	49	9.3	40	2.5	11	111
Above vegetables (10-oz. equivalent package) 9/								
1970/71	26.2	11.3	43	10.2	39	4.7	18	100
1971/72	27.0	11.4	42	10.8	40	4.8	18	103
1972/73	28.0	11.4	41	11.3	40	5.3	19	107
1973/74	29.7	12.3	41	12.1	41	5.3	18	113
1974/75	36.0	14.2	39	14.0	39	7.8	22	137
1975/76	37.5	16.7	44	12.6	34	8.2	22	143

- 1/ Sold in San Francisco and Seattle.
2/ Sold in Seattle and Washington, D.C.
3/ Sold in Seattle and Washington, D.C.
4/ Sold in San Francisco.
5/ Sold in Seattle and Washington, D.C.
6/ Sold in San Francisco and Seattle.
7/ Sold in Seattle and Washington, D.C.
8/ Sold in San Francisco and Seattle.
9/ Weighted by frozen pack.

Prices and margins for individual frozen vegetables sold in various markets are shown in tables 38-41, 47-50, 55-58, 64-70, 76-79, 84-87, and 96-99.

CANNED AND FROZEN JUICES

The seasonal average retail price of canned apple juice, grapefruit juice, orange juice, tomato juice, and frozen concentrated orange juice averaged 57.4 cents per 46-ounce can equivalent (single strength basis) in 1975/76, 30 percent higher than in 1970/71 (summary table 4). The farm value and wholesaler and retailer margin for these juices each increased 35 percent in the period. The processor margin rose 52 percent to a high of 20.8 cents per can in 1974/75, and fell 18 percent in 1975/76. The lower processor margin that season was more than offset by a higher farm value and a higher wholesaler and retailer margin, resulting in a slightly higher retail price for most juices.

A simple trend analysis found that the retail price of canned and frozen juices increased an average of 2.8 cents per 46-ounce can equivalent (fresh-weight basis) per season since 1970/71. During this period, the wholesaler and retailer margin went up 1.1 cents per can per season; the processor margin rose 1.1 cents; and farm value increased 0.6 cent.

The market shares for canned and frozen juices fluctuated from season to season, but did not show any significant trend in 1970/71-1975/76. The wholesaler and retailer margin ranged from 35-39 percent for the period. The processor margin was 27-31 percent and farm value 32-38 percent in five seasons. However, in 1974/75 the processor margin jumped to 38 percent and farm value fell to 28 percent. For the six seasons, the wholesaler and retailer margin averaged 37 percent, the processor margin 30 percent, and farm value 33 percent.

The market shares of individual juices differ widely. The farmers' mean share of the retail price of canned orange juice and canned grapefruit juice was only 29 percent and the processor's share was 42 percent. However, for frozen concentrated orange juice the farmers' mean share was 36 percent and the processor's 25 percent.

Prices and margins for individual juices sold in various markets are shown in tables 111-133.

Summary table 4--Selected canned and frozen juices: Seasonal average retail price, wholesale and retail margin, and farm value per can, average of major markets, 1970/71-1975/76

Juice and season	Retail price	Wholesale and retail margin	Processor margin	Farm value	Index (1970/71=100)			
					Retail price	Wholesale and retail margin	Processor margin	Farm value
	Cents	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percentage of retail price	Percent
Apple juice (quart bottle) <u>1/</u>								
1970/71	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1973/74	52.1	13.0	25	26.3	50	12.8	25	N/A
1974/75	56.0	16.4	29	29.7	53	9.9	18	N/A
1975/76	54.8	17.3	32	31.1	57	6.4	11	N/A
Grapefruit juice (46-oz can) <u>2/</u>								
1970/71	49.7	12.6	25	21.0	42	16.1	33	100
1971/72	52.4	14.6	28	19.2	37	18.6	35	105
1972/73	50.8	14.5	28	18.6	37	17.7	35	102
1973/74	51.6	16.0	31	21.3	41	14.3	28	104
1974/75	55.9	15.8	28	27.2	49	12.9	23	112
1975/76	57.4	19.7	34	25.5	45	12.2	21	115
Orange juice (46-oz. can) <u>3/</u>								
1970/71	45.0	14.7	33	19.0	42	11.3	25	100
1971/72	49.6	14.6	29	18.2	37	16.8	34	110
1972/73	49.1	16.2	33	18.6	38	13.3	29	109
1973/74	50.6	15.9	32	19.9	39	14.8	29	112
1974/75	57.4	13.9	24	28.5	50	15.0	26	128
1975/76	61.0	17.3	28	26.3	43	17.4	29	136
Orange juice, frozen, concentrated (6-oz. can) <u>4/</u>								
1970/71	23.1	9.4	41	5.8	25	7.9	34	100
1971/72	25.0	9.3	37	5.4	22	10.3	41	108
1972/73	25.1	9.9	40	6.5	26	8.7	34	109
1973/74	25.7	10.1	39	6.4	25	9.2	36	111
1974/75	28.0	10.7	38	8.6	31	8.7	31	121
1975/76	28.9	11.5	40	6.7	23	10.7	37	125
Tomato juice, (46-oz. can) <u>5/</u>								
1970/71	38.7	12.8	33	17.3	45	8.6	22	100
1971/72	40.5	14.5	36	16.8	41	9.2	23	105
1972/73	43.2	14.7	34	19.2	44	9.3	22	112
1973/74	50.7	17.8	35	22.5	44	10.4	21	131
1974/75	66.2	21.1	32	29.5	45	15.6	23	171
1975/76	66.9	25.0	37	26.0	39	15.9	24	173
Above juices (Single strength 46-oz. equivalent can) <u>6/</u>								
1970/71	44.2	16.4	37	13.7	31	14.1	32	100
1971/72	47.5	16.8	35	12.7	27	18.0	38	107
1972/73	48.0	18.0	38	14.0	29	16.0	33	109
1973/74	51.1	18.7	37	15.9	31	16.5	32	116
1974/75	57.0	20.1	35	20.8	37	16.1	28	129
1975/76	57.4	22.1	39	16.2	28	19.1	33	130

1/ Sold in Atlanta and New York City.

2/ Sold in Detroit and Pittsburgh.

3/ Sold in Detroit and Pittsburgh.

4/ U.S. average

5/ Seattle and Washington, D.C.

6/ Weighted by pack.

Table 1--Applesauce, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	:	:	U.S. Pack				:	Total supply
			Carryin	East	West	Other States	Total pack	
	:	:						
	:	:		<u>Million actual cases</u>				
1965/66	:	:	4.0	18.4	2.4	5.0	25.8	29.8
1966/67	:	:	6.5	12.5	4.0	3.6	20.1	26.6
1967/68	:	:	2.8	17.1	2.9	4.5	24.5	27.3
1968/69	:	:	4.1	16.6	3.9	4.7	25.2	29.3
1969/70	:	:	4.7	18.0	4.7	5.6	28.3	33.0
1970/71	:	:	7.1	15.5	3.2	5.6	24.3	31.4
1971/72	:	:	5.1	17.6	3.7	5.1	26.4	31.5
1972/73	:	:	5.9	13.0	3.2	4.6	20.8	26.7
1973/74	:	:	2.4	16.0	4.8	4.5	25.3	27.7
1974/75	:	:	4.1	18.7	3.9	5.8	28.4	32.5
1975/76	:	:	7.1	8.7	3.6	3.8	16.1	23.2

Source: National Cannery Association.

Table 2--Applesauce, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	:	:	Detroit	:	Pittsburgh	:	2-city average
	:	:					
	:	:			<u>Cents per 303 can</u>		
1965/66	:	:	19.5		16.8		18.2
1966/67	:	:	20.6		17.2		18.9
1967/68	:	:	22.2		18.8		20.5
1968/69	:	:	23.5		20.4		22.0
1969/70	:	:	24.4		20.5		22.4
1970/71	:	:	24.4		21.3		22.8
1971/72	:	:	24.5		21.4		23.0
1972/73	:	:	26.8		22.2		24.5
1973/74	:	:	35.7		33.4		34.6
1974/75	:	:	39.2		37.9		38.6
1975/76	:	:	37.8		35.6		36.7

1/ Season: September-August.

Table 3--Applesauce, canned: Prices, farm value, and margins per case of 24/303 cans and farm value and margins as a percentage of retail price, sold in Detroit, selected months and average, 1970/71 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
Prices and farm value						Margins					
Retail price 2/:						:Wholesaler and retailer:					
1970/71	5.93	5.86	5.52	6.07	5.86	: 1970/71	2.73	2.66	2.27	2.72	2.61
1971/72	6.10	5.93	5.54	5.95	5.88	: 1971/72	2.75	2.58	2.19	2.70	2.56
1972/73	6.14	6.24	6.43	6.86	6.43	: 1972/73	2.72	2.59	2.63	2.91	2.72
1973/74	7.87	8.47	8.81	9.14	8.57	: 1973/74	2.22	2.82	3.16	2.69	2.72
1974/75	9.55	9.74	9.86	8.45	9.41	: 1974/75	3.05	3.06	3.78	2.80	3.18
1975/76	9.31	8.98	8.86	9.14	9.07	: 1975/76	4.16	3.98	3.61	3.14	3.72
Processor price (f.o.b.) 2/ 3/:						: Processor:					
1970/71	3.20	3.20	3.25	3.35	3.25	: 1970/71	2.39	2.43	2.48	2.58	2.47
1971/72	3.35	3.35	3.35	3.25	3.32	: 1971/72	2.60	2.61	2.61	2.51	2.58
1972/73	3.42	3.65	3.80	3.95	3.71	: 1972/73	2.45	2.61	2.76	2.91	2.69
1973/74	5.65	5.65	5.65	6.45	5.85	: 1973/74	3.77	3.49	3.49	4.29	3.76
1974/75	6.50	6.68	6.08	5.65	6.23	: 1974/75	4.49	4.72	4.12	3.69	4.26
1975/76	5.15	5.00	5.25	6.00	5.35	: 1975/76	4.04	4.17	4.42	5.17	4.45
Farm value 4/:						: Wholesaler and retailer:					
1970/71	.81	.77	.77	.77	.78	: margin as a percentage:					
1971/72	.75	.74	.74	.74	.74	: of retail price:					
1972/73	.97	1.04	1.04	1.04	1.02	: 1970/71	46	45	41	45	45
1973/74	1.88	2.16	2.16	2.16	2.09	: 1971/72	45	44	40	45	43
1974/75	2.01	1.96	1.96	1.96	1.97	: 1972/73	44	42	41	43	42
1975/76	1.11	.83	.83	.83	.90	: 1973/74	28	33	36	29	32
Farm value as a percentage						: 1974/75	32	31	38	33	34
of retail price:						: 1975/76	45	44	41	34	41
1970/71	14	13	14	13	13	: Processor margin as a					
1971/72	12	12	13	13	13	: percentage of retail					
1972/73	16	16	16	15	16	: price:					
1973/74	24	26	24	24	24	: 1970/71	40	42	45	42	42
1974/75	21	20	20	23	21	: 1971/72	43	44	47	42	44
1975/76	12	9	9	9	10	: 1972/73	40	42	43	42	42
						: 1973/74	48	41	40	47	44
						: 1974/75	47	49	42	44	45
						: 1975/76	43	47	50	57	49

1/ Priced each 3 months during marketing year September through August.

2/ Fancy grade.

3/ F.o.b. Eastern plants.

4/ Returns for 31.01 pounds (farm weight) of apples for canning received by growers in New York, Pennsylvania, Maryland, and Virginia.

Table 4---Applesauce, canned: Prices, farm value, and margins per case of 24/303 cans and farm value and margins as a percentage of retail price, sold in Pittsburgh, selected months and average, 1970/71 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
Prices and farm value											
Retail price 2/:											
1970/71	4.85	5.18	5.18	5.23	5.11	Wholesaler and retailer:	1.65	1.98	1.93	1.88	1.86
1971/72	5.16	4.94	5.06	5.38	5.14	1970/71	1.81	1.59	1.71	2.13	1.82
1972/73	4.87	5.02	5.64	5.81	5.33	1971/72	1.45	1.37	1.84	1.86	1.62
1973/74	7.32	7.82	8.38	8.59	8.02	1972/73	1.67	2.17	2.73	2.14	2.17
1974/75	8.81	9.22	8.93	9.36	9.10	1973/74	2.31	2.54	2.85	3.71	2.87
1975/76	8.98	8.47	8.54	8.23	8.54	1974/75	3.83	3.47	3.29	2.23	3.19
						1975/76					
Processor price (f.o.b.) 2/ 3/:											
1970/71	3.20	3.20	3.25	3.35	3.25	Processor:	2.39	2.43	2.48	2.58	2.47
1971/72	3.35	3.35	3.35	3.25	3.32	1970/71	2.60	2.61	2.61	2.51	2.58
1972/73	3.42	3.65	3.80	3.95	3.71	1971/72	2.45	2.61	2.76	2.91	2.69
1973/74	5.65	5.65	5.65	6.45	5.85	1972/73	3.77	3.49	3.49	4.29	3.76
1974/75	6.50	6.68	6.08	5.65	6.23	1973/74	4.49	4.72	4.12	3.69	4.26
1975/76	5.15	5.00	5.25	6.00	5.35	1974/75	4.04	4.17	4.42	5.17	4.45
						1975/76					
Farm value 4/:											
1970/71	.81	.77	.77	.77	.78	Wholesale and retailer:					
1971/72	.75	.74	.74	.74	.74	margin as a percentage:					
1972/73	.97	1.04	1.04	1.04	1.02	of retail price:					
1973/74	1.88	2.16	2.16	2.16	2.09	1970/71	34	38	37	36	37
1974/75	2.01	1.96	1.96	1.96	1.97	1971/72	35	32	34	39	36
1975/76	1.11	.83	.83	.83	.90	1972/73	30	27	33	32	30
						1973/74	23	28	32	25	27
Farm value as a percentage						1974/75	26	28	32	40	31
of retail price:						1975/76	43	41	38	27	37
1970/71	17	15	15	15	15	Processor margin as a					
1971/72	15	15	15	14	14	percentage of retail					
1972/73	20	21	18	18	20	price:					
1973/74	26	28	26	25	26	1970/71	49	47	48	49	48
1974/75	23	21	22	21	22	1971/72	50	53	51	47	50
1975/76	12	10	10	10	11	1972/73	50	52	49	50	50
						1973/74	51	44	42	50	47
						1974/75	51	51	46	39	47
						1975/76	45	49	52	63	52

1/ Priced each 3 months during marketing year September through August.

2/ Fancy grade.

3/ F.o.b. Eastern plants.

4/ Returns for 31.01 pounds (farm weight) of apples for canning received by growers in New York, Pennsylvania, Maryland, and Virginia.

Table 5--Apricots, canned: Carryin, California pack and total supply, 1971/72-1975/76

Season	Carryin	California pack	Total supply
		<u>1,000 cases (24/2 1/2 cans)</u>	
1971/72	1,696	3,262	4,958
1972/73	561	3,041	3,602
1973/74	298	4,094	4,392
1974/75	467	1,987	2,454
1975/76	235	4,421	4,657

Source: National Cannery Association.

Table 6--Apricots, canned: Season average retail price in selected cities, 1971/72-1975/76 1/

Season	Chicago	New York City	2-city average
		<u>Cents per 2 1/2 can</u>	
1971/72	40.3	41.0	40.6
1972/73	46.4	47.8	47.1
1973/74	52.0	56.4	54.2
1974/75	76.6	75.7	76.2
1975/76	76.5	80.9	78.7

1/ Season: June-May.

Table 8--Apricots, canned: Prices, farm value, and margins per case of 24/2-1/2 cans, and farm value and margins as a percentage of retail price, sold in New York City, selected months and average 1970/71 to 1975/76 ^{1/}

Item	Aug.	Nov.	Feb.	May	Average	Item	Aug.	Nov.	Feb.	May	Average
<u>Dollars</u>											
Prices and farm value											
Retail price ^{2/} :											
1970/71	N/A	N/A	N/A	N/A	N/A	Wholesaler and retailer:	N/A	N/A	N/A	N/A	N/A
1971/72	9.46	9.62	10.10	10.13	9.84	1970/71	3.14	3.22	3.35	2.63	3.10
1972/73	10.66	11.11	12.24	11.90	11.47	1971/72	2.26	2.21	3.34	3.00	2.70
1973/74	12.72	13.39	13.80	14.21	13.54	1972/73	3.42	3.85	4.10	4.51	3.98
1974/75	16.34	19.06	19.13	18.31	18.17	1973/74	2.09	4.81	4.88	4.06	3.92
1975/76	19.22	17.64	20.49	20.28	19.42	1974/75	5.72	5.60	9.24	7.53	7.04
						1975/76					
Processor price (f.o.b.) ^{2/ 3/} :											
1970/71	N/A	N/A	N/A	N/A	N/A	Processor:	N/A	N/A	N/A	N/A	N/A
1971/72	6.32	6.40	6.75	7.50	6.74	1970/71	5.08	5.20	5.55	6.30	5.53
1972/73	8.40	8.90	8.90	8.90	8.78	1971/72	6.64	6.95	6.95	6.95	6.93
1973/74	9.30	9.54	9.70	9.70	9.56	1972/73	7.12	7.28	7.44	7.44	7.32
1974/75	14.25	14.25	14.25	14.25	14.25	1973/74	11.00	10.67	10.67	10.67	10.75
1975/76	13.50	12.04	11.25	12.75	12.38	1974/75	10.60	9.36	8.57	10.07	9.65
						1975/76					
Farm value ^{4/} :											
1970/71	N/A	N/A	N/A	N/A	N/A	Wholesale and retailer:					
1971/72	1.24	1.20	1.20	1.20	1.21	margin as a percentage:					
1972/73	1.76	1.95	1.95	1.95	1.85	of retail price:					
1973/74	2.18	2.26	2.26	2.26	2.24	1970/71	N/A	N/A	N/A	N/A	N/A
1974/75	3.25	3.58	3.58	3.58	3.50	1971/72	33	33	33	26	32
1975/76	2.90	2.68	2.68	2.68	2.73	1972/73	21	20	27	25	24
						1973/74	27	29	30	32	29
Farm value as a percentage						1974/75	13	25	25	22	22
of retail price:						1975/76	30	32	45	37	36
1970/71	N/A	N/A	N/A	N/A	N/A	Processor margin as a					
1971/72	13	13	12	12	12	percentage of retail					
1972/73	17	17	16	16	16	price:					
1973/74	17	17	16	16	16	1970/71	N/A	N/A	N/A	N/A	N/A
1974/75	20	19	19	20	19	1971/72	54	54	55	62	56
1975/76	15	15	13	13	14	1972/73	62	63	57	59	60
						1973/74	56	54	54	52	54
						1974/75	67	56	56	58	59
						1975/76	55	53	42	50	50

^{1/} Priced each 3 months during marketing year June through May.
^{2/} Choice grade.
^{3/} F.o.b. Western plants
^{4/} Returns for 32.26 pounds (farm weight) of apricots for canning by growers in California.
 N/A = Not available.

Table 9--Cherries, RSP, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	:	Carryin	U.S. pack			Total pack	Total supply
			East	Midwest	West		
	:		1,000 actual cases				
1965/66	:	N/A	313	2,620	234	3,166	N/A
1966/67	:	N/A	149	867	242	1,258	N/A
1967/68	:	N/A	64	678	336	1,077	N/A
1968/69	:	N/A	125	1,236	239	1,600	N/A
1969/70	:	123	155	1,741	216	2,112	2,235
1970/71	:	214	92	1,172	128	1,392	1,606
1971/72	:	141	115	1,222	140	1,477	1,618
1972/73	:	44	72	1,533	26	1,631	1,675
1973/74	:	14	61	591	113	765	779
1974/75	:	7	114	1,399	79	1,592	1,599
1975/76	:	74	108	1,425	106	1,639	1,713

Source: National Canners Association.
N/A = Not available.

Table 10--Cherries, RSP, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	:	Detroit	:	Pittsburgh	:	2-city average
	:		:	<u>Cents per 303 can</u>	:	
1965/66	:	19.9	:	26.6	:	23.2
1966/67	:	33.0	:	30.6	:	31.8
1967/68	:	40.9	:	42.1	:	41.5
1968/69	:	40.4	:	44.2	:	42.3
1969/70	:	33.1	:	39.9	:	36.5
1970/71	:	29.0	:	33.7	:	31.3
1971/72	:	34.7	:	36.1	:	35.4
1972/73	:	32.4	:	36.4	:	34.4
1973/74	:	51.7	:	43.2	:	47.4
1974/75	:	70.0	:	61.2	:	65.5
1975/76	:	61.1	:	61.0	:	61.0
	:		:		:	

1/ Season: July-June.

Table 11--Cherries, RSP, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Detroit, selected months and average, 1970/71 to 1975/76 1/

Item	July	Oct.	Jan.	Apr.	Average	Item	July	Oct.	Jan.	Apr.	Average
Prices and farm value											
Retail price 2/:											
1970/71	6.62	7.32	7.08	6.82	6.96	Wholesaler and retailer:	1.62	2.12	1.88	1.62	1.81
1971/72	8.33	8.18	8.14	8.69	8.33	1970/71	3.13	2.18	1.89	2.44	2.41
1972/73	9.60	6.70	7.25	7.51	7.78	1971/72	3.35	.45	1.00	1.26	1.53
1973/74	10.27	11.26	13.70	14.40	12.41	1972/73	4.02	2.01	4.45	5.15	3.91
1974/75	16.61	14.52	16.37	16.85	16.80	1973/74	6.36	4.27	6.12	6.25	6.46
1975/76	14.64	14.69	15.34	14.01	14.66	1974/75	6.64	6.69	6.84	5.01	6.28
						1975/76					
Processor price (f.o.b.) 2/ 3/:											
1970/71	5.00	5.20	5.20	5.20	5.15	Processor:					
1971/72	5.20	6.00	6.25	6.25	5.92	1970/71	3.05	3.34	3.34	3.34	3.27
1972/73	6.25	6.25	6.25	6.25	6.25	1971/72	3.16	3.44	3.69	3.69	3.49
1973/74	6.25	9.25	9.25	9.25	6.25	1972/73	3.84	4.30	4.30	4.30	4.19
1974/75	10.25	10.25	10.25	10.60	10.34	1973/74	3.51	4.13	4.13	4.13	3.98
1975/76	8.00	8.00	8.50	9.00	8.38	1974/75	5.21	5.46	5.46	5.81	5.49
						1975/76	3.77	5.46	5.96	6.46	5.42
Farm value 4/:											
1970/71	1.95	1.86	1.86	1.86	1.88	Wholesale and retailer:					
1971/72	2.04	2.56	2.56	2.56	2.43	margin as a percentage					
1972/73	2.41	1.95	1.95	1.95	2.06	of retail price:					
1973/74	2.74	5.12	5.12	5.12	4.52	1970/71	25	29	27	24	26
1974/75	5.04	4.79	4.79	4.79	4.85	1971/72	38	27	23	28	29
1975/76	4.23	2.54	2.54	2.54	2.96	1972/73	35	7	14	17	19
						1973/74	39	18	33	36	32
Farm value as a percentage						1974/75	38	29	38	37	38
of retail price:						1975/76	45	46	44	36	43
1970/71	29	25	26	27	27	Processor margin as a					
1971/72	24	31	32	29	26	percentage of retail					
1972/73	25	29	27	26	26	price:					
1973/74	27	45	37	35	36	1970/71	46	46	47	49	47
1974/75	30	33	29	28	29	1971/72	38	42	45	43	42
1975/76	29	17	17	18	20	1972/73	40	64	60	57	54
						1973/74	34	37	30	29	32
						1974/75	32	38	33	35	33
						1975/76	26	37	39	46	37

1/ Priced each 3 months during marketing year July through June.

2/ Fancy grade, water pack.

3/ F.o.b. Processing plant.

4/ Returns for 26.04 (farm weight) of tart cherries for processing received by growers in Michigan.

Table 12--Cherries, RSP, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Pittsburgh, selected months and average, 1970/71 to 1975/76 1/

Item	July	Oct.	Jan.	Apr.	Average	Item	July	Oct.	Jan.	Apr.	Average
Prices and farm value											
Retail price 2/:											
1970/71	8.09	8.04	8.18	8.06	8.09	Wholesaler and retailer:	3.09	2.84	2.98	2.86	2.94
1971/72	7.97	8.45	8.98	9.22	8.66	1970/71				2.97	2.74
1972/73	9.02	8.69	8.64	8.64	8.74	1971/72	2.77	2.45	2.73	2.39	2.49
1973/74	8.74	10.22	10.97	11.57	10.37	1972/73	2.77	2.44	2.39	2.32	1.87
1974/75	13.34	14.90	15.29	15.26	14.69	1973/74	2.49	.97	1.72	2.32	4.35
1975/76	14.90	14.90	14.35	14.40	14.64	1974/75	3.09	4.65	5.04	4.66	6.26
						1975/76	6.90	6.90	5.85	5.40	
Processor price (f.o.b.) 2/ 3/:											
1970/71	5.00	5.20	5.20	5.20	5.15	Processor:	3.05	3.34	3.34	3.34	3.27
1971/72	5.20	6.00	6.25	6.25	5.92	1970/71				3.69	3.49
1972/73	6.25	6.25	6.25	6.25	6.25	1971/72	3.16	3.44	3.69	4.30	4.19
1973/74	6.25	9.25	9.25	9.25	8.50	1972/73	3.84	4.30	4.30	4.13	3.98
1974/75	10.25	10.25	10.25	10.60	10.34	1973/74	3.51	4.13	4.13	5.46	5.49
1975/76	8.00	8.00	8.50	9.00	8.38	1974/75	5.21	5.46	5.46	5.81	5.42
						1975/76	3.77	5.46	5.96	6.46	
Farm value 4/:											
1970/71	1.95	1.86	1.86	1.86	1.88	Wholesale and retailer:					
1971/72	2.04	2.56	2.56	2.56	2.43	margin as a percentage:					
1972/73	2.41	1.95	1.95	1.95	2.06	of retail price:	38	35	36	35	36
1973/74	2.74	5.12	5.12	5.12	4.52	1970/71	35	29	30	32	32
1974/75	5.04	4.79	4.79	4.79	4.85	1971/72	31	28	28	28	18
1975/76	4.23	2.54	2.54	2.54	2.96	1972/73	29	10	16	20	30
						1973/74	23	31	33	31	43
Farm value as a percentage						1974/75	46	46	41	37	
of retail price:						1975/76					
1970/71	24	23	23	23	23	Processor margin as a					
1971/72	25	30	29	28	28	percentage of retail					
1972/73	27	23	22	22	24	price:	38	42	41	42	41
1973/74	31	50	47	44	44	1970/71	40	41	41	40	40
1974/75	38	32	31	31	33	1971/72	42	50	50	50	48
1975/76	29	17	18	18	20	1972/73	40	40	37	36	38
						1973/74	39	37	36	37	37
						1974/75	25	37	41	45	
						1975/76					

- 1/ Priced each 3 months during marketing year July through June.
2/ Fancy grade, water pack.
3/ F.o.b. Processing plant.
4/ Returns for 26.04 (farm weight) of tart cherries for processing received by growers in Michigan.

Table 13--Grapefruit sections, canned, Florida: Carryin, pack,
and total supply, 1965/66-1975/76

Season	Carryin	Pack	Total supply
	<u>1,000 cases (equivalent 24 No. 2 cans)</u>		
1965/66	372	4,002	4,374
1966/67	385	4,756	5,141
1967/68	895	3,412	4,307
1968/69	637	3,396	4,033
1969/70	523	3,325	3,848
1970/71	720	3,506	4,226
1971/72	666	2,752	3,418
1972/73	440	2,687	3,127
1973/74	323	3,027	3,350
1974/75	705	2,236	2,941
1975/76	914	1,602	3,516

Source: National Cannery Association.

Table 14--Grapefruit sections, canned: Season average retail price in
selected cities, 1965/66-1975/76 1/

Season	Detroit	Pittsburgh	2-city average
	<u>Cents per 303 can</u>		
1965/66	28.5	25.9	27.2
1966/67	28.2	26.0	27.1
1967/68	27.4	27.3	27.4
1968/69	28.0	29.8	28.9
1969/70	29.2	30.7	30.0
1970/71	29.8	30.8	30.3
1971/72	32.8	33.6	33.2
1972/73	34.3	34.8	34.6
1973/74	37.2	38.0	37.6
1974/75	42.1	42.9	42.5
1975/76	42.4	43.7	43.0

1/ Season: October-September.

Table 16--Grapefruit sections, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Pittsburgh, selected months and average, 1970/71 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
Prices and farm value											
Retail price 2/:											
1970/71	7.27	6.98	7.39	7.94	7.39	Wholesaler and retailer:	2.27	1.98	2.39	2.44	2.27
1971/72	7.94	8.16	7.90	8.28	8.06	1970/71	2.44	2.66	2.15	2.53	2.44
1972/73	8.23	8.26	8.35	8.57	8.35	1971/72	2.48	2.51	2.60	2.82	2.60
1973/74	9.00	8.59	9.67	9.22	9.12	1972/73	2.90	2.29	3.17	2.77	2.78
1974/75	9.70	9.77	10.51	11.23	10.30	1973/74	2.95	2.82	3.26	3.98	3.25
1975/76	10.73	10.51	10.73	10.00	10.49	1974/75	3.48	3.49	3.73	4.50	3.80
						1975/76					
Processor price (f.o.b.) 2/ 3/:											
1970/71	5.00	5.00	5.00	5.50	5.12	Processor:	3.86	3.90	3.90	4.40	4.01
1971/72	5.50	5.50	5.75	5.75	5.62	1970/71	4.14	3.85	4.10	4.10	4.04
1972/73	5.75	5.75	5.75	5.75	5.75	1971/72	4.05	4.00	4.00	4.00	4.01
1973/74	6.10	6.30	6.50	6.45	6.34	1972/73	4.57	4.96	5.16	5.11	4.95
1974/75	6.75	6.95	7.25	7.25	7.05	1973/74	5.23	5.24	5.54	5.54	5.39
1975/76	7.25	7.02	7.00	5.50	6.69	1974/75	5.88	5.96	5.94	4.44	5.55
						1975/76					
Farm value 4/:											
1970/71	1.14	1.10	1.10	1.10	1.11	Wholesale and retailer:					
1971/72	1.36	1.65	1.65	1.65	1.58	margin as a percentage:					
1972/73	1.70	1.75	1.75	1.75	1.74	of retail price:					
1973/74	1.53	1.34	1.34	1.34	1.39	1970/71	31	28	32	31	31
1974/75	1.52	1.71	1.71	1.71	1.66	1971/72	31	33	27	31	30
1975/76	1.37	1.06	1.06	1.06	1.14	1972/73	30	30	31	33	31
						1973/74	32	27	33	30	31
Farm value as a percentage						1974/75	30	28	31	35	32
of retail price:						1975/76	32	33	35	45	36
1970/71	16	16	15	14	15						
1971/72	17	20	21	20	20	Processor margin as a					
1972/73	21	21	21	20	21	percentage of retail					
1973/74	17	15	14	15	15	price:					
1974/75	16	18	16	15	16	1970/71	53	56	53	55	54
1975/76	13	10	10	11	11	1971/72	52	47	52	49	50
						1972/73	49	49	48	47	48
						1973/74	51	55	53	55	54
						1974/75	54	54	53	49	52
						1975/76	55	57	55	44	53

1/ Priced each 3 months during marketing year October through September.

2/ Fancy grade.

3/ F.o.b. Florida plants.

4/ Returns to Florida growers for seasonal average quantity of grapefruit required to pack 24/303 cans.

Table 17--Peaches, canned: Carryin, U.S. pack by States,
and total supply, 1965/66-1975/76

Season	:	:	U.S. pack				:	Total supply
			Carryin	California	Other States	Total pack		
				Clingstone				
<u>Million actual cases</u>								
1965/66	:	:	9.4	27.4	5.0	2.1	34.5	43.9
1966/67	:	:	5.8	36.1	4.7	2.2	43.0	48.8
1967/68	:	:	7.0	27.1	4.1	.8	32.0	39.0
1968/69	:	:	4.9	36.6	5.1	4.1	45.8	50.7
1969/70	:	:	8.7	38.3	5.4	2.0	45.7	54.4
1970/71	:	:	13.5	28.8	3.2	2.3	34.3	47.8
1971/72	:	:	9.6	26.8	3.1	1.7	31.5	41.1
1972/73	:	:	6.2	25.9	2.4	1.0	29.3	35.5
1973/74	:	:	2.4	26.3	3.0	.6	29.9	32.3
1974/75	:	:	2.2	35.4	3.8	.5	39.7	41.9
1975/76	:	:	7.1	31.0	2.6	1.4	35.0	42.1
	:	:						

Source: National Cannery Association.

Table 18--Peaches, clingstone, canned: Season average retail price in
selected cities, 1965/66-1975/76 1/

Season	:	Detroit	:	Pittsburgh	:	2-city average
	:			<u>Cents per No. 2 1/2 can</u>		
	:					
1965/66	:	31.2		32.6		31.9
1966/67	:	32.9		33.4		33.2
1967/68	:	31.5		31.5		31.5
1968/69	:	32.2		34.1		33.2
1969/70	:	30.4		34.8		32.6
1970/71	:	31.6		35.3		33.4
1971/72	:	32.6		36.4		34.5
1972/73	:	35.2		35.1		35.2
1973/74	:	42.0		43.2		42.6
1974/75	:	54.0		59.7		56.8
1975/76	:	55.8		60.3		58.0
	:					

1/ Season: June-May.

Table 21--Pears, canned: U.S. pack by Regions, 1965/66-1975/76

Season	Northwest	California	Other States	Total pack
		<u>1,000 actual cases</u>		
1965/66	4,732	3,096	681	8,509
1966/67	6,989	7,782	491	15,264
1967/68	5,862	1,897	383	8,142
1968/69	6,773	7,418	129	14,320
1969/70	7,383	6,911	442	14,736
1970/71	6,959	4,488	234	11,680
1971/72	8,361	5,792	0	14,154
1972/73	6,994	5,306	0	12,299
1973/74	8,197	5,444	0	13,641
1974/75	9,268	5,670	0	14,937
1975/76	7,861	5,291	0	13,152

Source: National Cannery Association.

Table 22--Pears, Bartlett, canned: Season average retail price in selected cities, and U.S., 1965/66-1975/76 1/

Season	Chicago	New York City	U.S.
	<u>Cents per No. 2 1/2 can</u>		
1965/66	48.2	48.1	49.5
1966/67	44.4	44.3	45.4
1967/68	46.4	48.4	50.1
1968/69	47.5	50.2	52.1
1969/70	43.8	47.1	49.2
1970/71	47.4	50.4	51.3
1971/72	49.0	53.1	53.0
1972/73	50.2	55.8	54.5
1973/74	54.4	60.2	58.6
1974/75	69.2	74.0	71.5
1975/76	71.2	76.4	73.4

1/ Season: June-May.

Table 23--Pears, Bartlett, canned: Prices, farm value, and margins per case of 24/2 1/2 cans, and farm value and margins as a percentage of U.S. average retail price, selected months and average, 1970/71 to 1975/76 1/

Item	July	Oct.	Jan.	Apr.	Average	Item	July	Oct.	Jan.	Apr.	Average
											Dollars
Prices and farm value											
Retail price 2/:											
1970/71	11.86	12.17	12.53	12.70	12.31	Wholesaler and retailer:	4.36	3.79	4.31	4.45	4.22
1971/72	12.72	12.77	12.67	12.72	12.72	1970/71	4.52	5.02	5.05	4.72	4.83
1972/73	12.77	13.01	13.15	13.39	13.08	1971/72	4.27	4.01	4.65	4.39	4.33
1973/74	13.58	13.80	14.18	14.64	14.06	1972/73	4.83	5.19	4.53	4.99	4.92
1974/75	15.14	17.18	18.05	18.24	17.16	1973/74	5.49	4.43	5.30	5.49	5.18
1975/76	18.07	17.74	17.52	17.14	17.62	1974/75	6.82	5.94	6.77	6.88	6.61
						1975/76					
Processor price (f.o.b.) 2/ 3/:						Processor:					
1970/71	7.50	8.38	8.22	8.25	8.09	1970/71	4.97	5.53	5.37	5.40	5.32
1971/72	8.20	7.75	7.62	8.00	7.89	1971/72	5.23	5.79	5.66	6.04	5.82
1972/73	8.50	9.00	8.50	9.00	8.75	1972/73	6.23	6.41	5.91	6.41	6.24
1973/74	8.75	8.61	9.65	9.65	9.14	1973/74	6.08	5.85	6.89	6.89	6.40
1974/75	9.65	12.75	12.75	12.75	11.98	1974/75	6.35	8.90	8.90	8.90	8.27
1975/76	11.25	11.80	10.75	10.25	11.01	1975/76	7.82	8.76	7.71	7.21	7.87
Farm value 4/:						Wholesale and retailer					Percent
1970/71	2.53	2.85	2.85	2.85	2.77	margin as a percentage					
1971/72	2.40	1.96	1.96	1.96	2.07	of retail price:					
1972/73	2.27	2.59	2.59	2.59	2.51	1970/71	37	31	34	35	34
1973/74	2.67	2.76	2.76	2.76	2.74	1971/72	35	39	40	37	38
1974/75	3.30	3.85	3.85	3.85	3.71	1972/73	33	31	35	33	33
1975/76	3.43	3.04	3.04	3.04	3.14	1973/74	35	38	32	34	35
						1974/75	36	26	29	30	30
Farm value as a percentage						1975/76	38	33	39	40	37
of retail price:											
1970/71	21	23	23	22	22	Processor margin as a					
1971/72	19	15	15	15	16	percentage of retail					
1972/73	18	20	20	19	19	price:					
1973/74	20	20	19	19	19	1970/71	42	46	43	43	44
1974/75	22	22	21	21	22	1971/72	46	46	45	48	46
1975/76	19	17	17	18	18	1972/73	49	42	49	47	46
						1973/74	45	52	50	49	48
						1974/75	42	50	44	42	45
						1975/76	43	50	44	42	45

1/ Priced each 3 months during marketing year June through May.

2/ Choice grade.

3/ F.o.b. Western plants.

4/ Returns for 43.48 pounds (farm weight) of Bartlett pears for canning received by growers in California, Oregon and Washington.

Table 24--Pears, Bartlett, canned: Prices, farm value, and margins per case of 24/2 1/2 cans, and farm value and margins as a percentage of retail price, sold in Chicago, selected months and average, 1970/71 to 1975/76 1/

Item	July	Oct.	Jan.	Apr.	Average	Item	July	Oct.	Jan.	Apr.	Average
Prices and farm value											
Retail price 2/:											
1970/71	10.80	11.11	11.71	11.93	11.38	Wholesaler and retailer:	3.30	2.73	3.49	3.68	3.29
1971/72	11.76	11.81	11.74	11.78	11.77	1970/71	3.56	4.06	4.12	3.78	3.88
1972/73	11.62	11.90	12.26	12.41	12.05	1971/72	3.12	2.90	3.76	3.41	3.30
1973/74	12.48	12.67	13.49	13.61	13.06	1972/73	3.73	4.06	3.84	3.96	3.92
1974/75	14.06	16.30	17.88	18.19	16.60	1973/74	4.41	3.55	5.13	5.44	4.62
1975/76	17.76	17.50	16.65	16.42	17.08	1974/75	6.51	5.70	5.90	6.17	6.07
						1975/76					
Processor price (f.o.b.) 2/ 3/:											
1970/71	7.50	8.38	8.22	8.25	8.09	Processor:	4.97	5.53	5.37	5.40	5.32
1971/72	8.20	7.75	7.62	8.00	7.89	1970/71	5.80	5.79	5.66	6.04	5.82
1972/73	8.50	9.00	8.50	9.00	8.75	1971/72	6.23	6.41	5.91	6.41	6.24
1973/74	8.75	8.61	9.65	9.65	9.14	1972/73	6.08	5.85	6.89	6.89	6.40
1974/75	9.65	12.75	12.75	12.75	11.98	1973/74	6.35	8.90	8.90	8.90	8.27
1975/76	11.25	11.80	10.75	10.25	11.01	1974/75	7.82	8.76	7.71	7.21	7.87
						1975/76					
Farm value 4/:											
1970/71	2.53	2.85	2.85	2.85	2.77	Wholesale and retailer:					
1971/72	2.40	1.96	1.96	1.96	2.07	margin as a percentage					
1972/73	2.27	2.59	2.59	2.59	2.51	of retail price:					
1973/74	2.67	2.76	2.76	2.76	2.74	1970/71	31	24	30	31	29
1974/75	3.30	3.85	3.85	3.85	3.71	1971/72	30	34	35	32	33
1975/76	3.43	3.04	3.04	3.04	3.14	1972/73	27	24	31	27	27
						1973/74	30	32	28	29	30
Farm value as a percentage						1974/75	31	22	28	30	28
of retail price:						1975/76	37	33	36	38	36
1970/71	23	26	24	24	24	Processor margin as a					
1971/72	21	17	17	17	18	percentage of retail					
1972/73	19	22	21	21	21	price:					
1973/74	21	22	21	20	21	1970/71	46	50	46	45	47
1974/75	24	24	22	21	22	1971/72	49	49	48	51	49
1975/76	19	17	18	18	18	1972/73	54	54	48	52	52
						1973/74	49	46	51	51	49
						1974/75	45	50	50	49	50
						1975/76	44	50	46	44	46

1/ Priced each 3 months during marketing year June through May.

2/ Choice grade.

3/ F.o.b. Western plants.

4/ Returns for 3.48 pounds (farm weight) of Bartlett pears for canning received by growers in California, Oregon, and Washington.

Table 26--Raisins, dry: Carryin, California pack and total supply,
1970/71-1975/76

Season	:	Carryin	:	California pack	:	Total supply
	:		:	<u>Million pounds</u>	:	
1970/71	:	160.9	:	359.8	:	520.7
1971/72	:	114.3	:	356.6	:	470.9
1972/73	:	50.5	:	196.0	:	246.5
1973/74	:	5.7	:	417.6	:	423.3
1974/75	:	34.2	:	450.4	:	484.6
1975/76	:	90.4	:	531.3	:	621.7

Source: Fruit Situation, ERS.

Table 27--Raisins, Thompson seedless, dry: Season average retail
price in selected cities, 1970/71-1975/76 1/

Season	:	Detroit	:	Pittsburgh	:	2-city average
	:		:	<u>Cents per 15-ounce package</u>	:	
1970/71	:	36.8	:	40.4	:	38.6
1971/72	:	40.1	:	42.9	:	41.5
1972/73	:	55.6	:	59.5	:	57.6
1973/74	:	70.2	:	78.0	:	74.1
1974/75	:	76.3	:	82.3	:	79.3
1975/76	:	77.9	:	82.3	:	80.1

1/ Season: October-September.

Table 30--Strawberries, frozen: Carryin, U.S. pack by regions, imports, and total supply, 1965/66-1975/76

Season	Carryin	U.S. pack				Imports	Total supply
		California	Northwest	Midwest	Total pack		
				and South			
<u>Million pounds</u>							
1965/66	: 84.7	79.4	89.0	23.2	191.6	101.5	377.8
1966/67	: 92.2	66.9	144.6	25.0	236.5	72.2	400.9
1967/68	: 107.4	68.8	126.8	17.7	213.3	75.6	396.3
1968/69	: 81.3	87.2	109.4	16.7	213.3	89.5	384.1
1969/70	: 94.5	73.9	88.2	16.6	178.7	91.4	364.6
1970/71	: 116.7	83.6	106.1	11.9	201.6	91.4	409.7
1971/72	: 110.3	78.7	110.8	9.9	199.4	84.4	394.1
1972/73	: 95.6	61.0	76.2	9.6	146.8	100.9	343.3
1973/74	: 78.7	95.7	64.4	8.5	168.6	118.0	365.3
1974/75	: 99.8	107.0	53.6	9.8	170.4	100.2	370.4
1975/76	: 99.9	115.9	63.3	4.7	183.9	75.3	359.1
	:						

Source: Pack: American Frozen Food Institute, carryin: SRS; imports: Bureau of the Census.

Table 31--Strawberries, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Pittsburgh	Seattle	2-city average

1/ Season: July-June.
NA = Not available.

Table 32--Strawberries, sliced, frozen: Prices, farm value, and margins per case of 24/10-ounce packages, and farm value and margins as a percentage of retail price, sold in Pittsburgh, selected months and average, 1970/71 to 1975/76 1/

Item	Sept.	Dec.	Mar.	June	Average	Item	Sept.	Dec.	Mar.	June	Average
Prices and farm value						Margins					
Retail price 2/:						Wholesaler and retailer					
1970/71	8.74	8.98	7.42	7.75	8.21	1970/71	3.74	4.58	3.07	3.25	3.65
1971/72	8.59	9.10	9.14	9.31	9.02	1971/72	3.74	4.25	4.29	4.21	4.11
1972/73	8.04	8.40	8.83	9.70	8.74	1972/73	2.29	2.65	2.88	3.55	2.84
1973/74	9.84	10.34	11.76	9.89	10.46	1973/74	3.10	3.60	5.02	3.29	3.75
1974/75	10.61	11.66	11.93	11.40	11.40	1974/75	3.21	4.26	4.53	4.00	4.00
1975/76	11.54	10.32	11.32	11.40	11.14	1975/76	4.59	3.37	4.37	3.90	4.05
Processor price (f.o.b.) 2/ 3/:						Processor:					
1970/71	5.00	4.40	4.35	4.50	4.56	1970/71	2.86	2.30	2.25	2.40	2.45
1971/72	4.85	4.85	4.85	5.10	4.91	1971/72	2.86	2.90	2.90	3.15	2.95
1972/73	5.75	5.75	5.95	6.15	5.90	1972/73	3.51	3.40	3.60	3.80	3.58
1973/74	6.74	6.74	6.74	6.60	6.71	1973/74	3.79	3.59	3.59	3.45	3.61
1974/75	7.40	7.40	7.40	7.40	7.40	1974/75	4.13	4.09	4.09	4.09	4.10
1975/76	6.95	6.95	6.95	7.50	7.09	1975/76	3.96	4.07	4.07	4.62	4.18
Farm value 4/:						Wholesale and retailer					
1970/71	2.14	2.10	2.10	2.10	2.11	margin as a percentage					
1971/72	1.99	1.95	1.95	1.95	1.96	of retail price:					
1972/73	2.24	2.35	2.35	2.35	2.32	1970/71	43	51	42	42	44
1973/74	2.95	3.15	3.15	3.15	3.10	1971/72	44	47	47	45	45
1974/75	3.27	3.31	3.31	3.31	3.30	1972/73	28	32	32	37	32
1975/76	2.99	2.88	2.88	2.88	2.91	1973/74	32	35	43	33	36
Farm value as a percentage						1974/75	30	37	38	35	35
of retail price:						1975/76	40	33	39	34	36
1970/71	24	23	28	27	26	Processor margin as a					
1971/72	23	21	21	21	22	percentage of retail					
1972/73	28	28	27	24	27	price:					
1973/74	30	30	27	32	30	1970/71	33	26	30	31	33
1974/75	31	28	28	29	29	1971/72	33	32	32	34	33
1975/76	26	28	25	25	26	1972/73	44	40	41	39	41
						1973/74	38	35	30	35	34
						1974/75	39	35	34	36	36
						1975/76	34	39	36	41	38

1/ Priced each 3 months during marketing year July through June.

2/ Fancy grade.

3/ F.o.b. Northwestern plants.

4/ Returns for 13.35 pounds (farm weight) of strawberries for processing received by growers in Oregon and Washington.

Table 34--Asparagus, canned: Carryin, U.S. pack by selected regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack				Total supply
		East	Illinois	California	Total pack	
			and	and		
			Michigan	Washington		
<u>Million actual cases</u>						
1965/66	1.8	1.3	2.0	3.7	7.3	9.1
1966/67	1.3	1.6	1.7	4.7	8.0	9.3
1967/68	1.6	1.5	1.9	3.3	6.9	8.5
1968/69	1.5	1.5	1.9	3.5	7.2	8.7
1969/70	1.8	1.5	2.0	3.4	7.1	8.9
1970/71	1.7	1.2	2.0	2.8	6.3	8.0
1971/72	1.0	.9	1.7	3.0	5.9	6.9
1972/73	.9	.7	2.2	6.0	6.1	7.0
1973/74	1.5	.6	2.1	3.0	5.9	7.4
1974/75	1.3	.5	2.1	3.2	6.0	7.3
1975/76	2.6	.1	1.3	1.9	3.6	6.2

Source: National Cannery Association.

Table 35--Asparagus spears, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Seattle	Washington, D.C.	2-city average
		<u>Cents per no. 300 can</u>	
1965/66	48.4	51.5	50.0
1966 '67	52.6	55.2	53.9
1967 '68	57.0	57.8	57.4
1968 '69	59.8	62.4	61.1
1969/70	61.7	63.4	62.6
1970 '71	64.3	66.0	65.2
1971/72	68.0	69.6	68.8
1972/73	70.4	73.6	72.0
1973 '74	75.2	82.6	78.9
1974 '75	86.0	91.9	89.0
1975/76	88.8	92.0	90.4

1/ Season: May-April.

Table 38--Asparagus, frozen: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack			Total supply
		East and South	West	Total pack	
Million pounds					
1965/66	7.7	8.9	22.0	30.9	38.6
1966/67	7.6	9.0	25.5	34.5	42.1
1967/68	10.8	6.2	26.2	32.4	43.2
1968/69	12.0	8.6	25.8	34.4	46.4
1969/70	11.9	2.9	20.1	23.0	34.9
1970/71	7.5	4.2	21.7	25.9	33.4
1971/72	3.6	4.2	25.8	30.0	33.6
1972/73	12.1	3.1	30.5	33.6	45.7
1973/74	14.5	2.0	18.2	20.2	34.7
1974/75	12.3	---	16.2	16.2	28.5
1975/76	6.0	1.9	16.5	18.4	24.0

Source: Pack: American Frozen Food Institute; carryin: SRS.

Table 39--Asparagus spears, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	San Francisco	Seattle	2-city average
	<u>Cents per 10-ounce package</u>		
1965/66	N/A	54.9	N/A
1966/67	N/A	57.7	N/A
1967/68	N/A	59.9	N/A
1968/69	N/A	66.6	N/A
1969/70	N/A	69.1	N/A
1970/71	N/A	69.6	N/A
1971/72	78.6	76.2	77.4
1972/73	79.8	77.4	78.6
1973/74	83.8	80.2	82.0
1974/75	97.0	87.2	92.1
1975/76	103.9	95.0	99.4

1/ Season: May-April.

N/A = Not available.

Table 42--Beans, green, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin 1/	U.S. Pack					Total pack	Total supply
		Northeast	Mid-Atlantic	Midwest	West	South		
		Million cases (24/303 cans)						
1965/66	4.1	4.9	4.5	9.5	14.6	7.5	41.0	45.1
1966/67	7.2	4.4	2.8	9.7	14.5	5.2	36.6	43.8
1967/68	4.6	6.0	5.1	12.2	17.7	7.2	48.2	52.8
1968/69	11.4	5.7	5.0	12.1	17.1	7.2	47.1	58.5
1969/70	13.4	5.5	3.8	12.1	15.7	5.4	42.5	55.9
1970/71	10.7	5.8	5.2	13.3	12.8	6.1	43.2	53.9
1971/72	8.0	6.1	4.7	14.6	13.2	6.6	45.2	53.2
1972/73	5.9	5.4	4.7	14.7	13.1	6.5	44.4	50.3
1973/74	2.7	5.5	5.0	16.8	15.2	8.4	50.9	53.6
1974/75	5.2	7.0	5.9	18.5	17.1	9.5	58.0	63.2
1975/76	15.3	7.1	5.0	19.7	13.1	6.5	51.4	66.7

1/ Includes wax beans.

Source: National Cannery Association.

Table 43--Beans, green, canned: Season average retail price, in selected cities, 1965/66-1975/76 1/

Season	Chicago	Seattle	Washington, D.C.	3-city average
Cents per 303 can				
1965/66	N/A	25.6	23.8	2/24.7
1966/67	N/A	25.0	23.5	2/24.2
1967/68	N/A	26.2	24.8	2/25.5
1968/69	N/A	25.6	27.3	2/26.4
1969/70	N/A	25.0	27.1	2/26.0
1970/71	N/A	24.9	24.5	2/24.7
1971/72	24.8	24.4	25.4	24.9
1972/73	26.2	27.1	27.6	27.0
1973/74	28.0	30.5	28.7	29.1
1974/75	36.3	37.7	36.7	36.9
1975/76	34.5	33.6	36.4	34.8

1/ Season: July-June.

2/ Does not include Chicago.

N/A = Not available.

Table 46--Beans, green, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Washington, D.C., selected months and average, 1970/71 to 1975/76 1/

Item	Aug.	Nov.	Feb.	May	Average	Item	Aug.	Nov.	Feb.	May	Average
			Dollars						Dollars		
Prices and farm value											
Retail price 2/:											
1970/71	6.60	5.54	5.66	6.00	5.95	Wholesaler and retailer:	3.20	2.09	2.21	2.49	2.49
1971/72	5.95	6.07	6.10	6.26	6.10	1970/71	3.20	2.32	2.40	2.41	2.34
1972/73	7.44	6.29	6.31	6.48	6.62	1971/72	2.20	2.39	2.06	2.40	2.64
1973/74	6.46	7.00	6.72	7.37	6.89	1972/73	3.74	2.75	2.57	2.65	2.55
1974/75	8.18	9.04	9.12	8.90	8.81	1973/74	2.61	3.36	3.17	3.78	3.23
1975/76	9.74	9.02	8.78	7.37	8.74	1974/75	4.56	3.90	4.23	2.85	3.90
Processor price (f.o.b.) 2/ 3/:						1975/76					
1970/71	3.40	3.45	3.45	3.55	3.46	Processor:					
1971/72	3.75	3.75	3.70	3.85	3.76	1970/71	2.67	2.72	2.72	2.82	2.73
1972/73	3.70	3.90	4.25	4.08	3.98	1971/72	3.04	3.06	3.01	3.16	3.06
1973/74	4.25	4.25	4.15	4.72	4.34	1972/73	2.96	3.11	3.46	3.29	3.20
1974/75	5.57	5.68	5.95	5.12	5.58	1973/74	3.45	3.44	3.34	3.91	3.53
1975/76	5.18	5.12	4.55	4.52	4.84	1974/75	4.61	4.58	4.84	4.01	4.51
						1975/76	3.97	3.80	3.23	3.20	3.55
Farm value 4/:									Percent		
1970/7173	.73	.73	.73	.73	Wholesale and retailer:					
1971/7271	.69	.69	.69	.70	margin as a percentage:					
1972/7374	.79	.79	.79	.78	of retail price:					
1973/7480	.81	.81	.81	.81	1970/71	49	38	39	41	42
1974/7596	1.11	1.11	1.11	1.07	1971/72	37	38	39	39	38
1975/76	1.21	1.32	1.32	1.32	1.29	1972/73	50	38	33	37	40
						1973/74	34	39	38	36	37
Farm value as a percentage						1974/75	32	37	35	42	37
of retail price:						1975/76	47	43	48	39	44
1970/71	11	13	13	12	12						
1971/72	10	11	11	11	12	Processor margin as a					
1972/73	12	12	12	12	12	percentage of retail					
1973/74	12	12	12	11	12	price:					
1974/75	12	12	12	12	12	1970/71	40	49	48	47	46
1975/76	12	15	15	18	15	1971/72	51	51	50	50	50
						1972/73	40	49	55	51	48
						1973/74	54	49	50	53	51
						1974/75	56	51	53	45	51
						1975/76	41	42	37	43	41

1/ Priced each 3 months during marketing year July through June.

2/ Fancy grade, cut style.

3/ F.o.b. eastern plants.

4/ Returns for 16.0 pounds (farm weight) of green beans for processing received by eastern growers (Delaware, Maryland, New York, North Carolina, Pennsylvania, and Virginia).

Table 47--Beans, green, frozen: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack				Total pack	Total supply
		East and South	Midwest	Northwest	California		
Million pounds							
1965/66	52.1	94.8	5.5	76.9	<u>1/</u>	117.2	229.3
1966/67	40.6	100.7	6.7	110.5	<u>1/</u>	217.9	258.5
1967/68	48.2	111.3	6.6	76.7	30.2	224.8	273.0
1968/69	78.7	87.2	6.9	84.6	29.2	207.9	286.6
1969/70	90.1	72.0	8.9	80.2	23.6	184.7	274.8
1970/71	62.5	82.1	8.0	85.3	23.8	199.2	261.7
1971/72	52.1	90.2	16.2	76.1	29.1	211.6	263.7
1972/73	49.2	110.7	15.6	82.5	34.8	243.6	292.8
1973/74	62.3	112.5	17.1	104.1	34.2	267.9	330.2
1974/75	74.7	98.7	13.7	102.4	25.1	239.9	314.6
1975/76	106.0	89.3	13.0	77.6	28.3	208.2	314.2

1/ Included beans in Northwest.

Source: Pack-American Frozen Food Institute; carryin: SRS. Carryin includes small quantities of wax beans.

Table 48--Beans, green, frozen: Season average retail price, in selected cities, 1965/66-1975/76 1/

Season	Seattle	Washington	2-city average
		<u>Cents per 9-ounce package</u>	
1965/66	23.2	21.8	22.5
1966/67	23.9	23.5	23.7
1967/68	25.1	23.8	24.4
1968/69	25.4	23.8	24.6
1969/70	26.2	23.3	24.8
1970/71	25.6	24.8	25.2
1971/72	26.2	26.0	26.1
1972/73	28.0	26.4	27.2
1973/74	28.4	28.5	28.4
1974/75	33.2	36.1	34.6
1975/76	33.3	34.9	34.1

1/ Season: July-June.

Table 50.--Beans, green, frozen: Prices, farm value, and margins per case of 24/9-ounce packages, and farm value and margins as a percentage of retail price, sold in Washington, D.C., selected months and average, 1970/71 to 1975/76 ^{1/}

Item	July	Oct.	Jan.	Apr.	Average	Item	July	Oct.	Jan.	Apr.	Average
			Dollars						Dollars		
Prices and farm value											
Retail price ^{2/} :						Wholesaler and retailer:					
1970/71	5.88	5.78	6.17	6.00	5.95	1970/71	2.23	2.28	2.67	2.40	2.39
1971/72	6.22	6.17	6.26	6.26	6.24	1971/72	2.42	2.37	2.46	2.46	2.44
1972/73	6.22	6.19	6.24	6.70	6.34	1972/73	2.27	2.24	2.29	2.75	2.39
1973/74	6.26	6.74	7.18	7.20	6.84	1973/74	2.31	2.71	3.08	3.02	2.80
1974/75	6.77	8.86	10.42	8.59	8.66	1974/75	1.92	3.36	4.92	3.09	3.33
1975/76	8.28	8.04	8.54	8.66	8.38	1975/76	3.28	3.04	3.99	4.16	3.62
Processor price (f.o.b.) ^{2/} ^{3/}:											
1970/71	3.65	3.50	3.50	3.60	3.56	1970/71	2.84	2.71	2.71	2.81	2.76
1971/72	3.80	3.80	3.80	3.80	3.80	1971/72	3.01	3.01	3.01	3.01	3.01
1972/73	3.95	3.95	3.95	3.95	3.95	1972/73	3.15	3.13	3.13	3.13	3.13
1973/74	3.95	4.03	4.10	4.18	4.04	1973/74	3.11	3.12	3.19	3.27	3.15
1974/75	4.85	5.50	5.50	5.50	5.33	1974/75	3.78	3.95	3.95	3.95	3.90
1975/76	5.10	5.00	4.55	4.50	4.76	1975/76	3.50	3.65	3.20	3.15	3.37
Farm value ^{4/}:											
1970/7181	.79	.79	.79	.80	Wholesaler and retailer:					
1971/7279	.79	.79	.79	.79	margin as a percentage:					
1972/7380	.82	.82	.82	.82	of retail price:					
1973/7484	.91	.91	.91	.89	1970/71	38	39	43	40	40
1974/75	1.07	1.55	1.55	1.55	1.43	1971/72	39	38	39	39	39
1975/76	1.50	1.35	1.35	1.35	1.39	1972/73	36	36	37	41	38
Farm value as a percentage of											
of retail price:											
1970/71	14	14	13	13	13	1973/74	37	40	43	42	41
1971/72	13	13	13	13	13	1974/75	28	38	47	36	38
1972/73	13	13	13	12	13	1975/76	40	38	47	48	43
1973/74	13	14	13	13	13	Processor margin as a					
1974/75	16	17	15	18	17	percentage of retail					
1975/76	18	17	16	16	17	price:					
						1970/71	48	47	44	47	47
						1971/72	48	49	48	48	48
						1972/73	51	51	50	47	49
						1973/74	50	46	44	45	46
						1974/75	56	45	38	46	45
						1975/76	42	45	37	36	40

^{1/} Priced each 3 months during marketing year July through June.

^{2/} Fancy grade.

^{3/} F.o.b. western plants.

^{4/} Returns for 15.93 pounds (farm weight) of green beans for processing received by western growers (California, Colorado, Oregon, and Washington.

Table 51--Beans, Lima, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	:	:	U.S. Pack				Total supply
			N.Y.,	Wis., Ill.,	Other	Total	
	Carryin	Md., Pa.:					
<u>Million cases (24/303 cans)</u>							
1965/66	: .1	1.1	1.0	.9	3.0	3.1	
1966/67	: .1	.7	1.8	1.0	3.5	3.6	
1967/68	: .3	1.2	1.7	1.1	4.0	4.3	
1968/69	: 1.0	.9	1.8	1.1	3.8	4.8	
1969/70	: 1.3	.9	2.0	.7	3.6	4.9	
1970/71	: 1.3	.7	1.7	.4	2.8	4.1	
1971/72	: .7	.5	1.8	.8	3.1	3.8	
1972/73	: .7	.6	1.0	.5	2.1	2.8	
1973/74	: .1	.5	1.2	1.5	3.2	3.3	
1974/75	: .2	.7	.9	.9	2.5	2.7	
1975/76	: .2	.7	2.3	.7	3.7	3.9	
	:						

Source: National Cannery Association.

Table 52--Beans, baby lima, canned: Season average retail price, in selected cities, 1965/66-1975/76 ^{1/}

Season	Seattle	Washington, D.C.	2-city average
		<u>Cents per 303 can</u>	
1965/66	34.6	24.9	29.8
1966/67	32.4	30.8	31.6
1967/68	33.5	32.0	32.8
1968/69	37.9	33.3	35.6
1969/70	38.0	32.9	35.4
1970/71	38.2	31.8	35.0
1971/72	37.8	33.4	35.6
1972/73	39.1	33.9	36.5
1973/74	42.6	42.6	42.6
1974/75	52.8	54.3	53.6
1975/76	53.4	53.5	53.4

^{1/} Season: September-August.

Table 53--Beans, baby lima, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Seattle, selected months and average, 1970/71 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
											Dollars
Prices and farm value											
Retail price 2/:											
1970/71	9.22	9.10	9.12	9.26	9.17	Margins					
1971/72	9.10	8.74	9.17	9.26	9.07	:Wholesaler and retailer:					
1972/73	8.95	9.31	9.50	9.79	9.38	: 1970/71	4.52	4.35	4.37	4.54	4.44
1973/74	10.03	10.20	10.00	10.68	10.22	: 1971/72	4.33	3.97	4.40	4.49	4.30
1974/75	12.50	12.94	12.50	12.79	12.67	: 1972/73	4.22	4.33	4.35	4.65	4.38
1975/76	12.84	12.82	12.77	12.82	12.82	: 1973/74	4.33	3.70	3.38	4.66	4.01
						: 1974/75	4.46	4.90	4.46	4.53	4.58
						: 1975/76	5.05	5.29	4.98	5.03	5.10
Processor price (f.o.b) 2/ 3/:											
1970/71	4.70	4.75	4.75	4.72	4.73	: Processor:					
1971/72	4.77	4.77	4.77	4.77	4.77	: 1970/71	3.48	3.52	3.52	3.49	3.50
1972/73	4.73	4.98	5.15	5.14	5.00	: 1971/72	3.57	3.58	3.58	3.58	3.58
1973/74	5.70	6.50	6.62	6.02	6.21	: 1972/73	3.40	3.60	3.77	3.76	3.63
1974/75	8.04	8.04	8.04	8.26	8.09	: 1973/74	4.43	5.27	5.39	4.79	4.97
1975/76	7.79	7.53	7.79	7.79	7.72	: 1974/75	6.35	6.20	6.20	6.42	6.29
						: 1975/76	5.74	5.42	5.68	5.68	5.10
Farm value 4/:											Percent
1970/71	1.22	1.23	1.23	1.23	1.23	: Wholesaler and retailer:					
1971/72	1.20	1.19	1.19	1.19	1.19	: margin as a percentage:					
1972/73	1.33	1.38	1.38	1.38	1.37	: of retail price:					
1973/74	1.27	1.23	1.23	1.23	1.24	: 1970/71	49	48	48	49	49
1974/75	1.69	1.84	1.84	1.84	1.80	: 1971/72	48	45	48	48	47
1975/76	2.05	2.11	2.11	2.11	2.09	: 1972/73	47	46	46	48	47
						: 1973/74	43	36	34	44	39
						: 1974/75	36	38	36	36	36
						: 1975/76	39	41	39	39	40
Farm value as a percentage											
of retail price:						: Processor margin as a					
1970/71	13	13	13	13	13	: percentage of retail					
1971/72	13	14	13	13	13	: price:					
1972/73	15	15	14	14	14	: 1970/71	38	39	39	38	38
1973/74	13	12	12	11	12	: 1971/72	39	41	39	39	40
1974/75	13	14	15	14	14	: 1972/73	38	39	40	38	39
1975/76	16	17	17	17	18	: 1973/74	44	52	54	45	49
						: 1974/75	51	48	49	50	50
						: 1975/76	45	42	44	44	44

1/ Priced each 3 months during marketing year September through August.

2/ Fancy grade.

3/ F.o.b. midwestern plants (average of tiny, small, and medium).

4/ Returns for 15.38 pounds (farm weight, shelled basis) of lima beans for processing received by growers in Wisconsin.

Table 55--Beans, baby lima, frozen: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	U.S. Pack					Total supply
	Carryin	East, South	Northwest	California	Total	
		Midwest			pack	
	<u>Million pounds</u>					
1965/66	12.7	30.3	<u>1/</u>	51.1	81.4	94.1
1966/67	14.8	27.3	<u>1/</u>	62.4	89.7	104.5
1967/68	18.4	31.8	23.5	30.4	85.7	104.1
1968/69	32.1	30.5	19.9	34.2	84.6	116.7
1969/70	38.5	34.8	23.6	24.2	82.6	121.1
1970/71	35.2	29.3	16.8	26.9	73.0	108.2
1971/72	28.9	32.2	10.5	31.2	73.9	102.8
1972/73	15.6	29.8	17.6	45.2	92.6	108.2
1973/74	12.8	26.7	21.3	50.1	98.1	110.9
1974/75	19.7	29.7	14.6	52.8	97.1	116.8
1975/76	33.3	19.5	12.2	54.0	85.7	119.0

1/ Included with California.

Source: Pack: American Frozen Food Institute; carryin: SRS.

Table 56--Beans, baby lima, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Seattle	Washington, D.C.	2-city average
	<u>Cents per 10-ounce package</u>		
1965/66	25.7	25.2	25.4
1966/67	26.4	25.9	26.2
1967/68	27.1	26.2	26.6
1968/69	29.2	26.5	27.8
1969/70	29.6	26.8	28.2
1970/71	27.7	27.1	27.4
1971/72	28.0	27.4	27.7
1972/73	28.2	27.6	27.9
1973/74	32.7	33.8	33.2
1974/75	40.0	42.0	41.0
1975/76	40.7	43.3	42.0

1/ Season: September-August.

Table 59--Beets, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	:	Carryin	U.S. Pack				Total supply
			East	Midwest	West	Total pack	
	:		<u>Million cases (24/303 cans)</u>				
	:						
1965/66	:	3.6	3.6	5.0	1.4	10.0	13.6
1966/67	:	2.1	4.5	5.0	1.9	11.4	13.5
1967/68	:	2.2	4.3	5.5	2.0	11.8	14.0
1968/69	:	2.5	5.0	6.8	2.8	14.6	17.1
1969/70	:	4.7	3.8	5.0	2.5	11.3	16.0
1970/71	:	4.3	4.5	4.7	2.1	11.3	15.6
1971/72	:	3.5	3.8	4.9	1.7	10.4	13.9
1972/73	:	2.2	2.5	5.8	1.7	10.0	12.2
1973/74	:	.9	3.6	4.8	2.5	10.9	11.8
1974/75	:	.9	4.7	7.5	2.9	15.1	16.0
1975/76	:	4.1	—	<u>1/</u>	<u>1/</u>	<u>2/</u> 13.4	<u>2/</u> 17.5
	:						

1/ Not available.

2/ Preliminary.

Source: National Canners Association.

Table 60--Beets, sliced, canned: Season average retail price in selected cities and U.S. average, 1965/66-1975/76 1/

Season	Chicago	New York City	U.S. average
		<u>Cents per 303 can</u>	
1965/66	15.6	16.2	17.0
1966/67	15.9	17.0	17.7
1967/68	16.2	17.6	18.2
1968/69	16.2	17.6	18.4
1969/70	16.1	16.9	18.4
1970/71	15.6	18.6	19.1
1971/72	16.0	20.4	20.1
1972/73	17.3	23.7	22.1
1973/74	22.5	28.7	25.7
1974/75	31.1	32.5	32.0
1975/76	30.2	33.2	32.4

1/ Season: July-June.

Table 63--Beets, sliced. Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of U.S. average retail price, selected months and average, 1970/71 to 1975/76 1/

Item	Sept.	Dec.	Mar.	June	Average	Item	Sept.	Dec.	Mar.	June	Average
			Dollars						Dollars		
Prices and farm value											
Retail price 2/:						Margins					
1970/71	4.54	4.58	4.56	4.63	4.58	:Wholesaler and retailer:	1.58	1.58	1.56	1.29	1.50
1971/72	4.75	4.73	4.87	4.94	4.82	: 1970/71	1.28	1.22	1.36	1.43	1.32
1972/73	5.02	5.18	5.38	5.62	5.30	: 1971/72	1.51	1.40	1.49	1.68	1.52
1973/74	5.90	5.90	6.29	6.55	6.16	: 1972/73	2.12	1.89	2.06	2.22	2.07
1974/75	7.06	7.61	8.02	8.06	7.68	: 1973/74	2.13	1.77	2.18	2.30	2.10
1975/76	7.94	7.85	7.70	7.66	7.77	: 1974/75	2.10	2.56	2.75	2.75	2.53
						: 1975/76					
Processor price (f.o.b.) 2/ 3/:						: Processor:					
1970/71	2.96	3.00	3.00	3.34	3.08	: 1970/71	2.65	2.70	2.70	3.04	2.78
1971/72	3.47	3.51	3.51	3.51	3.50	: 1971/72	3.16	3.20	3.20	3.20	3.19
1972/73	3.51	3.78	3.89	3.94	3.78	: 1972/73	3.19	3.45	3.56	3.61	3.45
1973/74	3.78	4.01	4.23	4.33	4.09	: 1973/74	3.39	3.60	3.82	3.92	3.69
1974/75	4.93	5.84	5.84	5.72	5.58	: 1974/75	4.40	5.27	5.27	5.15	5.02
1975/76	5.84	5.29	4.95	4.91	5.24	: 1975/76	5.26	4.71	4.37	4.33	4.66
Farm value 4/:						: Wholesale and retailer:					
1970/7131	.30	.30	.30	.30	: margin as a percentage					
1971/7231	.31	.31	.31	.31	: of retail price:					
1972/7332	.33	.33	.33	.33	: 1970/71	35	34	34	28	33
1973/7439	.41	.41	.41	.40	: 1971/72	27	26	28	29	27
1974/7553	.57	.57	.57	.56	: 1972/73	30	27	28	30	29
1975/7658	.58	.58	.58	.58	: 1973/74	36	32	33	34	34
						: 1974/75	30	23	27	29	27
						: 1975/76	27	33	36	36	33
Farm value as a percentage											
of retail price:						Percent					
1970/71	7	7	7	6	6	: Processor margin as a					
1971/72	7	6	6	6	7	: percentage of retail					
1972/73	6	6	6	6	6	: price:					
1973/74	7	7	6	6	6	: 1970/71	58	59	59	66	61
1974/75	8	8	7	7	7	: 1971/72	66	68	66	65	66
1975/76	7	7	7	8	7	: 1972/73	64	67	66	64	65
						: 1973/74	57	61	61	60	60
						: 1974/75	62	69	66	64	66
						: 1975/76	66	60	57	56	60

1/ Priced each 3 months during marketing year July through June.

2/ Fancy grade.

3/ Average of f.o.b. eastern and midwestern plants.

4/ Returns for 28.57 pounds (farm weight) of beets for processing received by U.S. growers.

Table 64--Broccoli, frozen: Carryin, U.S. pack by regions and total supply, 1965/66-1975/76

Season	:	Carryin	:	U.S. Pack			:	Total supply
				California	Other areas	Total pack		
	:		:	<u>Million pounds</u>			:	
1965/66	:	29.5	:	85.7	36.6	122.3	:	151.8
1966/67	:	33.8	:	122.6	36.0	158.6	:	192.4
1967/68	:	50.1	:	129.4	37.3	166.7	:	216.8
1968/69	:	69.9	:	136.7	36.3	173.0	:	242.9
1969/70	:	35.8	:	123.5	30.3	153.8	:	189.6
1970/71	:	48.0	:	151.4	33.8	185.2	:	233.2
1971/72	:	65.8	:	157.3	32.3	189.6	:	255.4
1972/73	:	85.0	:	193.6	40.7	234.3	:	319.3
1973/74	:	60.6	:	183.3	29.9	213.2	:	273.8
1974/75	:	92.3	:	217.6	27.7	245.3	:	337.6
1975/76	:	91.6	:	169.9	21.7	191.6	:	283.2

Source: Pack: American Frozen Food Institute, carryin: SRS.

Table 65--Broccoli, spears, frozen: Season average retail price in San Francisco, 1965/66-1975/76 1/

Season	:	Cents per 10-ounce package
1965/66	:	31.4
1966/67	:	31.6
1967/68	:	30.6
1968/69	:	30.9
1969/70	:	31.8
1970/71	:	32.0
1971/72	:	32.4
1972/73	:	33.4
1973/74	:	36.1
1974/75	:	41.3
1975/76	:	43.7

1/ Season: October-September.

Table 67--Brussel sprouts, frozen: Carryin, U.S. pack, and total supply, 1965/66-1975/76

Season	Carryin	U.S. pack	Total supply
		<u>Million pounds</u>	
1965/66	10.2	37.3	37.5
1966/67	12.4	51.7	64.1
1967/68	17.3	39.5	56.8
1968/69	17.4	49.1	66.5
1969/70	14.7	40.1	54.8
1970/71	10.4	42.7	53.1
1971/72	11.0	49.2	60.2
1972/73	15.9	55.8	71.7
1973/74	16.7	56.8	73.5
1974/75	19.1	53.7	72.8
1975/76	19.4	54.4	73.8

Source: Pack: American Frozen Food Institute, carryin: SRS.

Table 68--Brussel sprouts, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Seattle	Washington, D.C.	2-city average
		<u>Cents per 10-ounce package</u>	
1965/66	34.6	34.1	34.4
1966/67	38.6	34.0	36.3
1967/68	37.5	34.2	35.8
1968/69	38.8	33.5	36.2
1969/70	39.2	37.8	38.5
1970/71	39.7	38.7	39.2
1971/72	40.5	40.3	40.4
1972/73	40.9	40.0	40.4
1973/74	42.9	41.4	42.2
1974/75	43.4	46.6	45.0
1975/76	44.3	48.8	46.6

1/ Season: September-August.

Table 71--Corn, sweet, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	:	Carryin	U.S. pack				Total supply
			East	Midwest	West	Total pack	
Million cases (24/ 303 cans)							
1965/66	:	3.0	3.7	28.7	6.7	39.1	42.1
1966/67	:	1.2	2.6	35.4	7.5	45.5	46.7
1967/68	:	1.3	3.6	36.9	8.8	49.3	50.6
1968/69	:	4.3	3.6	44.8	10.9	59.3	63.6
1969/70	:	10.3	2.9	36.8	9.7	49.4	59.7
1970/71	:	9.3	2.6	35.7	8.7	47.0	56.3
1971/72	:	7.0	2.5	43.4	7.9	53.8	60.8
1972/73	:	6.7	2.2	43.0	7.8	53.0	59.7
1973/74	:	3.2	2.5	43.5	9.2	55.2	58.4
1974/75	:	2.4	1.9	34.6	9.9	46.4	48.8
1975/76	:	5.1	2.7	42.9	11.9	57.5	62.6
	:						

Source: National Canners Association.

Table 72--Corn, sweet, whole kernel, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Chicago	Seattle	Washington, D.C.	3-city average
Cents per 303 can				
1965/66	N/A	21.7	21.1	N/A
1966/67	N/A	23.6	23.4	N/A
1967/68	N/A	25.5	25.2	N/A
1968/69	N/A	26.0	25.5	N/A
1969/70	N/A	25.1	25.8	N/A
1970/71	N/A	26.7	24.4	N/A
1971/72	22.4	26.2	24.7	24.4
1972/73	23.1	26.6	25.2	25.0
1973/74	26.2	29.0	27.2	27.5
1974/75	37.4	38.8	41.8	39.3
1975/76	36.9	38.8	42.6	39.4

N/A = not available.

1/ Season: August-July.

Table 73--Corn, sweet, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value as a percentage of retail price, sold in Chicago, selected months and average, 1970/71 to 1975/76 1/

Item	Oct.	Jan.	Apr.	July	Average	Item	Oct.	Jan.	Apr.	July	Average
Prices and farm value											
Retail price 2/:											
1970/71	N/A	N/A	N/A	N/A	N/A	Margin:					
1971/72	5.38	5.38	5.38	5.42	5.39	:Wholesaler and retailer:					
1972/73	5.09	5.62	5.59	5.86	5.54	: 1970/71	N/A	N/A	N/A	N/A	N/A
1973/74	6.02	5.88	6.58	6.72	6.29	: 1971/72	1.70	1.88	1.88	N/A	1.81
1974/75	7.46	9.24	9.86	9.31	8.98	: 1972/73	1.44	1.94	1.91	2.08	1.84
1975/76	8.76	9.05	8.64	8.98	8.86	: 1973/74	2.02	1.66	2.08	1.77	1.87
						: 1974/75	1.76	2.49	3.11	2.56	2.50
						: 1975/76	2.81	3.95	3.49	3.83	3.52
Processor price (f.o.b.) 2/ 3/:											
1970/71	N/A	N/A	N/A	N/A	N/A	:Processor:					
1971/72	3.68	3.50	3.50	3.62	3.58	: 1970/71	N/A	N/A	N/A	N/A	N/A
1972/73	3.65	3.68	3.68	3.78	3.70	: 1971/72	2.97	2.79	2.79	2.91	2.87
1973/74	4.00	4.22	4.50	4.95	4.42	: 1972/73	2.91	2.93	2.93	3.03	2.95
1974/75	5.70	6.75	6.75	6.75	6.48	: 1973/74	3.20	3.41	3.69	4.14	3.61
1975/76	5.95	5.10	5.15	5.15	5.34	: 1974/75	4.44	5.34	5.34	5.34	5.11
						: 1975/76	4.51	3.66	3.71	3.71	3.90
Farm value 4/:											
1970/71	N/A	N/A	N/A	N/A	N/A	:Wholesale and retailer:					
1971/72	.71	.71	.71	.71	.71	: margin as a percentage					
1972/73	.74	.75	.75	.75	.75	: .71 : of retail price:					
1973/74	.80	.81	.81	.81	.81	: 1970/71	N/A	N/A	N/A	N/A	N/A
1974/75	1.26	1.41	1.41	1.41	1.37	: 1971/72	32	35	35	33	34
1975/76	1.44	1.44	1.44	1.44	1.44	: 1972/73	28	35	34	35	33
						: 1973/74	34	28	32	26	30
Farm value as a percentage						: 1974/75	24	27	32	28	28
of retail price:						: 1975/76	32	44	40	43	40
1970/71	N/A	N/A	N/A	N/A	N/A						
1971/72	13	13	13	13	13	:Processor margin as a					
1972/73	15	14	14	13	14	: 13 : percentage of retail					
1973/74	13	14	12	12	13	: 14 : price:					
1974/75	17	15	14	15	15	: 13 : 1970/71	N/A	N/A	N/A	N/A	N/A
1975/76	16	16	17	16	16	: 15 : 1971/72	55	52	52	54	53
						: 16 : 1972/73	57	52	52	52	53
						: 17 : 1973/74	53	58	56	62	57
						: 18 : 1974/75	59	58	54	57	57
						: 19 : 1975/76	52	40	43	41	44

1/ Priced each 3 months during marketing year August through July.

2/ Fancy grade, whole kernel, golden.

3/ F.o.b. midwestern plants.

4/ Returns for 62.50 pounds (farm weight in husks) of sweet corn for processing received by growers in Illinois, Iowa, Minnesota, and Wisconsin.

N/A = Not available.

Table 75--Corn, sweet, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Washington, D.C., selected months and average, 1970/71 to 1975/76 1/

Item	Oct.	Jan.	Apr.	July	Average	Item	Oct.	Jan.	Apr.	July	Average
<u>Dollars</u>											
<u>Prices and farm value</u>						<u>Margins</u>					
<u>Retail price 2/:</u>						:Wholesaler and retailer:					
1970/71	5.76	5.81	5.69	6.12	5.86	: 1970/71	2.16	2.21	2.17	2.37	2.24
1971/72	5.90	6.12	6.07	5.64	5.93	: 1971/72	1.80	2.02	2.22	1.79	1.95
1972/73	6.00	6.05	6.10	6.00	6.05	: 1972/73	2.05	1.90	2.10	2.00	2.03
1973/74	5.90	6.74	6.77	6.67	6.53	: 1973/74	1.30	2.29	1.85	1.22	1.67
1974/75	9.14	9.98	10.42	10.54	10.03	: 1974/75	3.09	2.93	3.30	3.41	3.19
1975/76	9.86	10.46	10.61	9.94	10.22	: 1975/76	3.36	5.06	4.66	4.19	4.32
<u>Processor:</u>											
1970/71	3.60	3.60	3.52	3.75	3.62	: 1970/71	2.84	2.84	2.76	2.99	2.86
1971/72	4.10	4.10	3.85	3.85	3.98	: 1971/72	3.30	3.29	3.04	3.04	3.17
1972/73	3.95	4.15	4.00	4.00	4.02	: 1972/73	3.10	3.29	3.14	3.14	3.16
1973/74	4.60	4.45	4.92	5.45	4.86	: 1973/74	3.67	3.49	3.96	4.49	3.91
1974/75	6.05	7.05	7.12	7.13	6.84	: 1974/75	4.59	5.42	5.49	5.50	5.25
1975/76	6.50	5.40	5.95	5.75	5.90	: 1975/76	4.47	3.24	3.79	3.59	3.77
<u>Farm value 4/:</u>											
1970/71	.76	.76	.76	.76	.76	:Wholesale and retailer:					
1971/72	.80	.81	.81	.81	.81	: margin as a percentage:					
1972/73	.85	.86	.86	.86	.86	: of retail price:					
1973/74	.93	.96	.96	.96	.95	: 1970/71	38	38	38	39	38
1974/75	1.46	1.63	1.63	1.63	1.59	: 1971/72	31	33	37	32	33
1975/76	2.03	2.16	2.16	2.16	2.13	: 1972/73	34	32	34	33	34
<u>Farm value as a percentage</u>											
<u>of retail price:</u>						: 1973/74	22	34	28	18	26
1970/71	13	13	13	12	13	: 1974/75	34	30	31	32	32
1971/72	13	13	13	14	14	: 1975/76	34	48	44	42	42
1972/73	14	14	14	14	14	:Processor margin as a					
1973/74	16	14	14	15	14	: percentage of retail					
1974/75	16	16	16	16	16	: price:					
1975/76	21	21	20	22	21	: 1970/71	49	49	49	49	49
						: 1971/72	56	54	50	54	53
						: 1972/73	52	54	50	52	52
						: 1973/74	62	52	58	67	60
						: 1974/75	50	54	53	52	52
						: 1975/76	45	31	36	36	37

1/ Priced each 3 months during marketing year August through July.

2/ Fancy grade, whole kernel, golden.

3/ F.O.B. eastern plants.

4/ Returns for 62.5 pounds (farm weight in husks) of sweet corn for processing received by growers in Delaware, Maryland, and Pennsylvania.

Table 76--Corn, sweet, cut, frozen: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. pack				Total supply
		East and South	Midwest	West	Total pack	
<u>Million pounds</u>						
1965/66	N/A	27.2	58.4	136.6	222.2	N/A
1966/67	N/A	25.7	84.1	190.4	300.2	N/A
1967/68	N/A	34.1	64.3	217.7	316.1	N/A
1968/69	N/A	35.8	83.0	215.7	334.5	N/A
1969/70	N/A	24.5	72.6	192.2	289.3	N/A
1970/71	107.1	30.3	66.4	119.4	216.1	323.2
1971/72	53.7	28.9	75.5	122.4	226.8	280.5
1972/73	27.0	26.2	98.0	149.6	273.8	300.8
1973/74	28.8	24.9	81.7	187.6	294.2	323.0
1974/75	47.6	30.8	52.2	215.2	298.2	345.8
1975/76	68.1	27.9	53.4	206.8	288.1	356.2

N/A = Not available.

Source: Pack: American Frozen Food Institute, carryin:--SRS.

Table 77--Corn, sweet, cut, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	San Francisco	Seattle	2-city average
<u>Cents per 10-ounce package</u>			
1965/66	N/A	20.3	N/A
1966/67	N/A	21.8	N/A
1967/68	N/A	21.0	N/A
1968/69	N/A	21.6	N/A
1969/70	N/A	21.6	N/A
1970/71	N/A	21.6	N/A
1971/72	21.8	22.1	21.9
1972/73	23.7	23.0	23.4
1973/74	27.2	25.8	26.5
1974/75	34.9	32.8	33.8
1975/76	34.3	31.9	33.1

N/A = not available.

1/ Season: August-July.

Table 80--Peas, green, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack				Total pack	Total supply
		East	Midwest	West	Total		
		Million cases (24/303 cans)					
1965/66	3.0	2.6	26.4	8.6	37.6	40.6	
1966/67	5.7	2.9	22.5	6.5	31.9	37.6	
1967/68	3.9	3.0	27.6	7.1	37.7	41.6	
1968/69	6.6	3.4	27.4	5.4	36.2	42.8	
1969/70	8.3	2.4	22.9	6.8	32.1	40.4	
1970/71	6.3	2.2	21.2	5.3	28.7	35.0	
1971/72	4.3	2.2	24.6	6.4	33.2	37.5	
1972/73	4.9	1.9	25.8	5.4	33.1	38.0	
1973/74	3.6	1.8	23.5	4.3	29.6	33.2	
1974/75	1.5	2.2	26.4	4.5	33.9	34.6	
1975/76	4.5	2.1	28.2	4.9	35.2	39.7	

Source: National Cannery Association.

Table 81--Peas, sweet, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Chicago	Detroit	2-City average
	<u>Cents per 303 can</u>		
1965/66	25.3	22.6	24.0
1966/67	25.3	23.6	24.4
1967/68	25.2	22.9	24.0
1968/69	24.8	21.8	23.3
1969/70	25.0	22.7	23.8
1970/71	25.8	24.1	24.9
1971/72	26.0	24.2	25.1
1972/73	25.8	23.6	24.7
1973/74	28.0	26.4	27.2
1974/75	36.6	33.6	35.1
1975/76	37.8	37.1	37.4

1/ Season: June-May.

Table 84--Peas, green, frozen: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack					Total supply
		East	Midwest	Northwest	California	Total pack	
		and South					
Million pounds							
1965/66	97.5	51.9	42.8	322.7	25.9	443.3	540.8
1966/67	113.5	47.0	45.4	263.1	19.9	375.4	488.9
1967/68	100.5	54.5	40.8	305.3	23.6	424.2	524.7
1968/69	124.	67.0	54.8	281.2	26.4	429.4	553.7
1969/70	147.0	54.3	43.1	254.9	15.0	367.3	514.3
1970/71	136.7	55.5	42.6	246.4	1/	344.5	481.2
1971/72	110.1	50.4	43.6	237.6	16.8	348.4	458.5
1972/73	87.3	38.4	47.3	234.6	19.8	340.1	427.4
1973/74	61.4	28.9	66.4	267.6	24.8	387.7	449.1
1974/75	64.9	40.8	52.4	293.0	30.5	416.7	481.6
1975/76	114.5	40.4	37.1	285.6	37.5	400.6	515.1

1/ Included in Northwest.

Source: Pack: American Frozen Food Institute, carryin: SRS.

Table 85--Peas, sweet, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Seattle	Washington, D.C.	2-city average
	<u>Cents per 10-ounce package</u>		
1965/66	19.9	19.8	19.8
1966/67	20.1	19.1	19.6
1967/68	20.6	19.6	20.1
1968/69	21.0	20.0	20.5
1969/70	21.7	20.8	21.2
1970/71	21.7	22.2	21.9
1971/72	22.0	22.9	22.4
1972/73	22.4	23.1	22.8
1973/74	24.8	25.0	24.9
1974/75	32.2	34.1	33.2
1975/76	35.8	37.4	36.6

1/ Season: June-May.

Table 87--Peas, sweet, frozen: Prices, farm value, and margins per case of 24/10-ounce packages and farm value and margins as a percentage of retail price, sold in Washington, D.C., selected months and average, 1970/71 to 1975/76 1/

Item	July	Oct.	Jan.	Apr.	Average	Item	July	Oct.	Jan.	Apr.	Average
Dollars											
Prices and farm value											
Retail price 2/:											
1970/71	5.16	5.04	5.50	5.64	5.33	Wholesaler and retailer	2.26	2.14	2.40	2.54	2.33
1971/72	5.62	5.57	5.59	5.18	5.50	1970/71	2.52	2.47	2.49	2.08	2.40
1972/73	5.50	5.54	5.57	5.57	5.54	1971/72	2.40	2.24	2.27	2.27	2.29
1973/74	5.78	5.90	6.19	6.07	6.00	1972/73	2.48	2.44	2.75	2.63	2.59
1974/75	7.37	8.35	8.50	8.50	8.18	1973/74	2.57	3.65	3.50	3.50	3.30
1975/76	8.54	8.54	8.62	10.20	8.98	1974/75	3.54	3.54	4.12	6.20	4.36
1975/76						1975/76					
Processor price (f.o.b.) 2/ 3/:											
1970/71	2.90	2.90	3.10	3.10	3.00	Processor:	2.07	2.04	2.24	2.24	2.15
1971/72	3.10	3.10	3.10	3.10	3.10	1970/71	2.26	2.28	2.28	2.28	2.28
1972/73	3.10	3.30	3.30	3.30	3.25	1971/72	2.25	2.42	2.42	2.42	2.38
1973/74	3.30	3.46	3.44	3.44	3.41	1972/73	2.36	2.47	2.45	2.45	2.43
1974/75	4.80	4.70	5.00	5.00	4.88	1973/74	3.45	2.98	3.28	3.28	3.25
1975/76	5.00	5.00	4.50	4.00	4.62	1974/75	3.26	3.24	2.74	2.24	2.86
1975/76						1975/76					
Farm value 4/:											
1970/71	.83	.86	.86	.86	.85	Wholesale and retailer					
1971/72	.84	.82	.82	.82	.82	: margin as a percentage					
1972/73	.85	.88	.88	.88	.87	: of retail price:					
1973/74	.94	.99	.99	.99	.98	1970/71	44	42	44	45	44
1974/75	1.35	1.72	1.72	1.72	1.63	1971/72	45	44	44	40	44
1975/76	1.74	1.76	1.76	1.76	1.76	1972/73	44	40	41	41	41
1975/76						1973/74	43	41	44	43	43
						1974/75	35	44	41	41	40
						1975/76	42	41	48	61	48
Farm value as a percentage of retail price:											
1970/71	16	17	15	15	16	Processor margin as a					
1971/72	15	15	15	16	15	: percentage of retail					
1972/73	15	16	16	16	16	: price:					
1973/74	16	17	16	16	16	1970/71	40	41	41	40	40
1974/75	18	20	20	20	20	1971/72	40	41	41	44	41
1975/76	20	21	20	17	20	1972/73	41	44	43	43	43
						1973/74	41	42	40	41	41
						1974/75	47	36	39	39	40
						1975/76	38	38	32	22	32

1/ Priced each 3 months during marketing year June through May.

2/ Fancy grade.

3/ F.o.b. western plants.

4/ Returns for 16.35 pounds (farm weight, shelled basis) of green peas for processing received by growers in Idaho, Oregon, and Washington.

Table 88--Sauerkraut, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	U.S. Pack							Total supply
	Carryin	N.Y.	Ohio, Mich.	Wisc.	West	Other	Total	
		and Pa.	and Ind.	and Ill.		states	pack	
	Million cases (24/303 cans)							
1965/66	2.1	3.6	1.6	2.4	1.6	1.6	10.8	12.9
1966/67	2.4	3.4	1.2	2.4	1.1	1.9	10.0	12.4
1967/68	1.7	3.5	1.6	2.7	1.1	2.5	11.4	13.1
1968/69	3.3	3.6	1.2	2.7	1.0	2.3	10.8	14.1
1969/70	2.7	2.9	1.4	2.8	1.1	2.4	10.6	13.3
1970/71	2.6	3.4	1.7	2.9	1.3	2.8	12.1	14.7
1971/72	3.3	3.1	2.4	3.8	1.2	.8	11.3	14.6
1972/73	2.4	3.0	2.2	3.0	1.2	.6	10.0	12.4
1973/74	1.3	3.0	2.4	3.1	1.2	.9	10.6	11.9
1974/75	1.3	3.6	1.2	2.8	1.3	3.3	12.2	13.5
1975/76	2.7	N/A	N/A	N/A	N/A	N/A	12.7	15.4

NA=Not available.

Source: National Cannery Association.

Table 89--Sauerkraut, canned: Season average retail price in selected cities, 1971/72-1975/76 1/

Season	Chicago	New York City	2-City average
	<u>Cents per 303 can</u>		
1971/72	20.6	21.0	20.8
1972/73	23.6	23.9	23.8
1973/74	27.4	29.4	28.4
1974/75	30.5	32.0	31.2
1975/76	28.4	32.2	30.3

1/ Season: October-September.

Table 92--Spinach, canned: Carryin, U.S. pack by States, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack				Total pack	Total supply
		Calif.	Ark., Okla., and Tex.	Other states			
		Million cases (24/303 cans)					
1965/66	3.3	2.7	2.5	1.2	6.4	9.7	
1966/67	2.2	2.8	2.9	1.3	7.0	9.2	
1967/68	2.3	4.0	2.4	1.0	7.4	9.7	
1968/69	2.4	3.3	3.6	1.1	8.0	10.4	
1969/70	3.0	2.9	3.0	.7	6.6	9.6	
1970/71	2.1	3.1	2.2	2.0	7.3	9.4	
1971/72	1.8	4.2	2.2	1.3	7.7	9.5	
1972/73	1.4	4.2	2.6	1.5	8.3	9.7	
1973/74	1.8	3.9	2.8	2.2	8.9	10.7	
1974/75	1.8	4.9	3.2	2.7	10.8	12.6	
1975/76	4.1	3.8	2.2	2.3	8.3	12.4	

Source: National Cannery Association.

Table 93--Spinach, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Seattle	Washington, D.C.	2-city average
	<u>Cents per 303 can</u>		
1965/66	18.0	19.3	18.7
1966/67	18.9	20.4	19.7
1967/68	19.2	21.0	20.1
1968/69	20.7	22.5	21.6
1969/70	21.3	24.2	22.8
1970/71	22.3	25.2	23.8
1971/72	23.7	25.2	24.4
1972/73	24.6	25.6	25.1
1973/74	25.2	27.3	26.2
1974/75	28.5	32.5	30.5
1975/76	30.6	34.3	32.4

1/ Season: March-February.

Table 95---Spinach, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Washington, D.C., selected months and average, 1970/71 to 1975/76 1/

Item	Apr.	July	Oct.	Jan.	Average	Item	Apr.	July	Oct.	Jan.	Average
Prices and farm value											
Retail price $\frac{2}{1}$:											
1970/71	5.66	6.38	6.02	6.14	6.05	Wholesaler and retailer:	2.71	3.43	2.92	2.94	3.00
1971/72	6.02	6.07	6.07	6.07	6.05	1970/71	2.62	2.59	2.62	2.57	2.59
1972/73	6.12	6.12	6.26	6.12	6.14	1971/72	2.47	2.47	2.61	2.47	2.49
1973/74	6.19	6.46	6.55	6.96	6.55	1972/73	2.54	2.66	2.75	3.16	2.79
1974/75	6.77	8.09	8.23	8.18	7.80	1973/74	2.52	3.84	3.98	3.93	3.55
1975/76	8.21	8.33	8.23	8.21	8.23	1974/75	4.09	3.73	3.63	3.61	3.75
Processor price (f.o.b.) $\frac{2}{1}$ $\frac{3}{1}$:						1975/76					
1970/71	2.95	2.95	3.10	3.20	3.05	Processor:	2.61	2.61	2.76	2.86	2.71
1971/72	3.40	3.48	3.45	3.50	3.46	1970/71	3.05	3.13	3.10	3.15	3.11
1972/73	3.65	3.65	3.65	3.65	3.65	1971/72	3.30	3.30	3.30	3.30	3.30
1973/74	3.65	3.80	3.80	3.80	3.76	1972/73	3.29	3.43	3.43	3.43	3.39
1974/75	4.25	4.25	4.25	4.25	4.25	1973/74	3.85	3.81	3.81	3.81	3.82
1975/76	4.12	4.60	4.60	4.60	4.48	1974/75	3.65	4.09	4.09	4.09	3.98
Farm value $\frac{4}{1}$:						1975/76					
1970/71	34	34	34	34	34	Wholesale and retailer					
1971/72	35	35	35	35	35	margin as a percentage					
1972/73	35	35	35	35	35	of retail price:					
1973/74	36	37	37	37	37	1970/71	48	54	48	48	50
1974/75	40	44	44	44	43	1971/72	43	43	43	42	43
1975/76	47	51	51	51	50	1972/73	40	40	42	40	40
Farm value as a percentage						1973/74	41	41	42	46	42
of retail price:						1974/75	37	48	49	48	45
1970/71	6	5	6	5	5	1975/76	50	45	44	44	46
1971/72	6	6	6	6	6	Processor margin as a					
1972/73	6	6	6	6	6	percentage of retail					
1973/74	6	6	6	5	6	price:					
1974/75	6	5	5	5	6	1970/71	46	41	46	47	45
1975/76	6	6	6	6	6	1971/72	51	51	51	52	51
						1972/73	54	54	53	54	54
						1973/74	53	53	52	49	52
						1974/75	57	47	46	47	49
						1975/76	44	49	50	50	48

1/ Priced each 3 months during marketing year April through March.

2/ Fancy grade.

3/ F.o.b. California plants.

4/ Returns for 18.18 pounds (farm weight) of spring spinach for processing received by growers in California.

Table 96--Spinach, frozen: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	:	:	U.S. Pack			:	Total supply
	Carryin	East and South	:	West	Total pack	:	
<u>Million pounds</u>							
1965/66	:	38.2	37.8	84.5	122.3	160.5	
1966/67	:	30.4	40.4	102.5	142.9	173.3	
1967/68	:	34.7	40.4	112.8	153.2	187.9	
1968/69	:	42.7	41.6	112.4	154.0	196.7	
1969/70	:	41.8	26.2	81.0	107.2	149.0	
1970/71	:	20.5	38.2	107.5	145.7	166.2	
1971/72	:	24.3	34.2	122.8	157.0	181.3	
1972/73	:	26.4	27.4	132.6	160.0	186.4	
1973/74	:	29.9	28.1	131.4	159.5	189.4	
1974/75	:	38.7	19.8	158.1	177.9	216.6	
1975/76	:	47.4	14.0	115.4	129.4	176.8	
	:						

Source: Pack: American Frozen Food Institute, carry-in: SRS.

Table 97--Spinach, leaf, frozen: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	:	San Francisco	:	Seattle	:	2-city average
	:	<u>Cents per 10-ounce package</u>				
	:					
1965/66	:	N/A		18.4		N/A
1966/67	:	N/A		18.6		N/A
1967/68	:	N/A		19.2		N/A
1968/69	:	N/A		19.4		N/A
1969/70	:	N/A		20.8		N/A
1970/71	:	N/A		20.9		N/A
1971/72	:	N/A		20.8		N/A
1972/73	:	20.3		21.2		20.8
1973/74	:	21.0		22.0		21.5
1974/75	:	23.1		24.4		23.8
1975/76	:	22.8		23.8		23.3
	:					

1/ Season: February-January.

N/A=Not available.

Table 99---Spinach, leaf, frozen: Prices, farm value, and margins per case of 24/10-ounce packages, and farm value and margins as a percentage of retail price, sold in Seattle, selected months and average, 1970/71 to 1975/76 1/

Table 100--Tomatoes, canned: Carryin, U.S. pack by regions, and total supply, 1965/66-1975/76

Season	Carryin	U.S. Pack					Total pack	Total supply
		East	Midwest	South	West			
		Million cases (24/303 cans)						
1965/66	5.1	7.4	4.6	3.8	20.2	36.0	41.1	
1966/67	6.3	4.6	3.3	3.5	21.2	32.7	39.0	
1967/68	3.7	5.5	5.0	4.6	24.0	39.1	42.8	
1968/69	7.6	4.9	4.2	3.8	35.5	48.4	56.0	
1969/70	13.6	2.8	3.4	2.4	23.4	32.0	45.6	
1970/71	8.4	3.5	3.6	2.2	29.7	39.0	47.4	
1971/72	8.6	3.1	3.8	2.4	29.1	38.4	47.0	
1972/73	5.7	3.4	3.2	1.7	35.0	43.3	49.0	
1973/74	5.6	2.3	2.9	1.9	38.3	45.4	51.0	
1974/75	3.1	2.3	2.2	1.1	38.2	43.8	46.9	
1975/76	5.3	1.9	3.0	2.0	46.6	53.5	58.8	

Source: National Cannery Association.

Table 101--Tomatoes, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Chicago	New York City	U.S. average
	<u>Cents per 303 can</u>		
1965/66	17.2	16.7	17.2
1966/67	18.8	18.0	18.8
1967/68	18.8	20.2	20.4
1968/69	19.2	20.0	19.8
1969/70	20.4	21.6	20.4
1970/71	22.4	23.9	22.5
1971/72	22.3	23.6	22.6
1972/73	24.0	25.5	23.8
1973/74	27.5	28.6	27.4
1974/75	34.1	36.9	34.3
1975/76	34.9	38.6	35.2

1/ Season: August-July.

Table 103--Tomatoes, canned: Prices, farm value, and margins per case of 24/303 cans, and farm value and margins as a percentage of retail price, sold in Chicago, selected months and average, 1970/71 to 1975/76 1/

Item	Oct.	Jan.	Apr.	July	Average	Item	Oct.	Jan.	Apr.	July	Average
Prices and farm value											
Retail price 2/:											
1970/71	5.28	5.28	5.33	5.57	5.38	Wholesaler and retailer	1.28	1.28	1.33	1.57	1.38
1971/72	5.38	5.40	5.33	5.33	5.35	1970/71	1.38	1.40	1.33	1.15	1.31
1972/73	5.86	5.69	5.74	5.74	5.76	1971/72	1.66	1.44	2.39	1.09	1.65
1973/74	6.10	6.50	6.79	7.01	6.60	1972/73	1.45	1.60	1.69	1.91	1.66
1974/75	7.34	8.54	8.52	8.35	8.18	1973/74	1.39	2.39	2.57	2.20	2.13
1975/76	8.45	8.33	8.38	8.38	8.38	1974/75	2.15	2.53	2.88	2.88	2.61
						1975/76					
Processor price (f.o.b.) 2/ 3/:											
1970/71	4.00	4.00	4.00	4.00	4.00	Processor:					
1971/72	4.00	4.00	4.00	4.18	4.04	1970/71	3.31	3.31	3.31	3.31	3.31
1972/73	4.20	4.25	3.35	4.65	4.11	1971/72	3.31	3.30	3.30	3.48	3.34
1973/74	4.65	4.90	5.10	5.10	4.94	1972/73	3.51	3.56	2.66	3.96	3.42
1974/75	5.95	6.15	5.95	6.15	6.05	1973/74	3.87	4.08	4.29	4.29	4.14
1975/76	6.30	5.80	5.50	5.50	5.77	1974/75	4.84	4.95	4.75	4.95	4.87
						1975/76	5.09	4.59	4.29	4.29	4.56
Farm value 4/:											
1970/7169	.69	.69	.69	.69	Wholesale and retailer					
1971/7269	.70	.70	.70	.70	margin as a percentage					
1972/7369	.69	.69	.69	.69	of retail price:					
1973/7478	.81	.81	.81	.80	1970/71	24	24	25	28	26
1974/75	1.11	1.20	1.20	1.20	1.18	1971/72	26	26	25	22	25
1975/76	1.21	1.21	1.21	1.21	1.21	1972/73	28	25	42	19	29
						1973/74	24	25	25	27	25
Farm value as a percentage						1974/75	19	28	30	26	26
of retail price:						1975/76	26	30	34	34	31
1970/71	13	13	13	12	13						
1971/72	13	13	13	13	13	Processor margin as a					
1972/73	12	12	12	12	12	percentage of retail					
1973/74	13	12	12	12	12	price:					
1974/75	15	14	14	15	14	1970/71	63	63	62	60	61
1975/76	14	15	15	15	15	1971/72	61	61	62	65	62
						1972/73	60	63	46	69	59
						1973/74	63	63	63	61	63
						1974/75	66	58	56	59	60
						1975/76	60	55	51	51	54

1/ Priced each 3 months during marketing year August through July.

2/ Standard grade.

3/ F.o.b. midwestern plants.

4/ Returns for 36.36 pounds (farm weight) of tomatoes for processing received by growers in Ohio and Indiana.

Table 105--Tomatoes, canned: Prices, farm value, and margins per case of 24/2½ cans, and farm value and margins as a percentage of retail price, sold in Los Angeles, selected months and average, 1970/71 to 1975/76 1/

Item	Oct.	Jan.	Apr.	July	Average	Item	Oct.	Jan.	Apr.	July	Average
			Dollars						Dollars		
Prices and farm value											
Retail price 2/:											
1970/71	8.52	8.62	8.62	8.42	8.54	Wholesaler and retailer	3.30	3.47	3.47	3.12	3.34
1971/72	8.54	8.47	8.52	8.50	8.50	1970/71	3.19	3.25	3.07	3.05	3.13
1972/73	8.40	8.52	8.69	8.59	8.54	1971/72	3.20	3.07	3.24	3.14	3.15
1973/74	8.69	8.83	9.50	9.84	9.22	1972/73	3.14	2.83	3.15	2.14	2.82
1974/75	8.95	12.53	12.84	12.84	11.78	1973/74	1.00	4.23	4.29	4.29	3.44
1975/76	13.30	13.08	12.89	13.80	13.27	1974/75	4.85	4.63	4.39	5.30	4.79
Processor price (f.o.b) 2/ 3/:											
1970/71	5.22	5.15	5.15	5.30	5.20	1970/71	4.20	4.14	4.14	4.29	4.19
1971/72	5.35	5.22	5.45	5.45	5.37	1971/72	4.28	4.14	4.37	4.37	4.29
1972/73	5.20	5.45	5.45	5.45	5.39	1972/73	4.12	4.37	4.37	4.37	4.31
1973/74	5.55	6.00	6.35	7.70	6.40	1973/74	4.30	4.69	5.04	6.39	5.11
1974/75	7.95	8.30	8.55	8.55	8.34	1974/75	6.10	6.26	6.51	6.51	6.35
1975/76	8.45	8.45	8.50	8.50	8.48	1975/76	6.45	6.46	6.51	6.51	6.59
Farm value 4/:											
1970/71	1.02	1.01	1.01	1.01	1.01	Wholesale and retailer			Percent		
1971/72	1.07	1.08	1.08	1.08	1.08	margin as a percentage					
1972/73	1.08	1.08	1.08	1.08	1.08	of retail price:					
1973/74	1.25	1.31	1.31	1.31	1.29	1970/71	39	40	40	37	39
1974/75	1.85	2.04	2.04	2.04	1.99	1971/72	37	38	36	36	37
1975/76	2.00	1.99	1.99	1.99	1.99	1972/73	38	36	37	36	37
Farm value as a percentage											
of retail price:											
1970/71	12	12	12	12	12	1973/74	36	32	33	22	31
1971/72	13	13	13	13	13	1974/75	11	34	33	33	29
1972/73	13	13	13	13	13	1975/76	36	36	34	38	36
1973/74	14	15	14	13	14	Processor margin as a					
1974/75	21	16	16	16	17	percentage of retail					
1975/76	15	15	15	15	15	price:					
						1970/71	49	48	48	51	49
						1971/72	50	49	51	51	50
						1972/73	49	51	50	51	50
						1973/74	50	53	53	65	55
						1974/75	68	50	51	51	49
						1975/76	49	49	51	47	49

1/ Priced each 3 months during marketing year August through July.

2/ Extra standard grade.

3/ F.o.b. California plants.

4/ Returns for 63.8 pounds (farm weight) of tomatoes for processing received by California growers.

Table 106--Tomatoes, canned: Prices, farm value, and margins per case of 24/2½ cans, and farm value and margins as a percentage of retail price, sold in Seattle, selected months and average, 1970/71 to 1975/76 1/

Item	Oct.	Jan.	Apr.	July	Average	Item	Oct.	Jan.	Apr.	July	Average
Prices and farm value						Margins					
Retail price 2/:						: Wholesaler and retailer:					
1970/71	8.42	8.47	8.28	8.71	8.47	: 1970/71	3.20	3.32	3.13	3.41	3.27
1971/72	8.33	8.42	8.14	8.78	8.42	: 1971/72	2.98	3.20	2.69	3.33	3.05
1972/73	9.19	9.46	9.02	8.50	9.05	: 1972/73	3.99	4.01	3.57	3.05	3.66
1973/74	8.57	9.48	10.27	10.70	9.74	: 1973/74	3.02	3.48	3.92	3.00	3.34
1974/75	12.41	13.94	13.84	13.87	13.51	: 1974/75	4.46	5.64	5.29	5.32	5.17
1975/76	14.04	14.16	14.11	15.00	14.33	: 1975/76	5.59	5.71	5.61	6.50	5.85
Processor price (f.o.b.) 2/ 3/:						: Processor:					
1970/71	5.22	5.15	5.15	5.30	5.20	: 1970/71	4.20	4.14	4.14	4.29	4.19
1971/72	5.35	5.22	5.45	5.45	5.37	: 1971/72	4.28	4.14	4.37	4.34	4.29
1972/73	5.20	5.45	5.45	5.45	5.39	: 1972/73	4.12	4.37	4.37	4.37	4.31
1973/74	5.55	6.00	6.35	7.70	6.40	: 1973/74	4.30	4.69	5.04	6.39	5.11
1974/75	7.95	8.30	8.55	8.55	8.34	: 1974/75	6.10	6.26	6.53	6.53	6.35
1975/76	8.45	8.45	8.50	8.50	8.48	: 1975/76	6.45	6.46	6.51	6.51	6.49
Farm value 4/:						: Wholesale and retailer					
1970/71	1.02	1.01	1.01	1.01	1.01	: margins as a percentage					
1971/72	1.07	1.08	1.08	1.08	1.08	: of retail price:					
1972/73	1.08	1.08	1.08	1.08	1.08	: 1970/71	38	39	38	39	39
1973/74	1.25	1.31	1.31	1.31	1.29	: 1971/72	36	38	33	38	36
1974/75	1.85	2.04	2.04	2.04	1.99	: 1972/73	43	42	40	36	40
1975/76	2.00	1.99	1.99	1.99	1.99	: 1973/74	35	37	38	28	34
Farm value as a percentage						: 1974/75	36	40	38	38	38
of retail price:						: 1975/76	40	40	40	43	41
1970/71	12	12	12	12	12	: Processor margin as a					
1971/72	13	13	13	13	13	: percentage of retail					
1972/73	12	12	11	13	12	: price:					
1973/74	15	14	13	12	13	: 1970/71	50	49	50	49	49
1974/75	15	15	15	15	15	: 1971/72	51	49	54	49	51
1975/76	14	14	14	13	14	: 1972/73	45	46	49	51	48
						: 1973/74	50	49	49	60	53
						: 1974/75	49	45	47	47	47
						: 1975/76	46	46	46	44	45

1/ Priced each 3 months during marketing year August through July.

2/ Extra standard grade.

3/ F.o.b. California plants.

4/ Returns for 63.8 pounds (farm weight) of tomatoes for processing received by California growers.

Table 107--Tomato catsup: Carryin, U.S. pack by states, and total supply,
1971/72-1975/76

Season	:	Carryin	U.S. Pack			:	Total supply
			Calif.	Other states	Total pack		
<u>Million actual cases 1/</u>							
1971/72	:	1.3	4.6	2.9	7.5	:	8.8
1972/73	:	1.2	4.8	1.5	6.3	:	7.5
1973/74	:	.7	5.6	.9	6.5	:	7.2
1974/75	:	.3	6.4	1.3	7.7	:	8.0
1975/76	:	.8	9.0	1.7	10.1	:	10.9
	:					:	

1/ No 10 can or larger only.

Source: National Canners Association.

Table 108--Tomato catsup, bottled: Season average retail price in selected
cities, 1971/72-1975/76 1/

Season	:	San Francisco	:	Seattle	:	2-City average
	:	<u>Cents per 14-ounce bottle</u>				
	:					
1971/72	:	28.0		31.4		29.7
1972/73	:	30.4		30.9		30.6
1973/74	:	32.8		35.5		34.2
1974/75	:	42.2		44.4		43.3
1975/76	:	45.8		45.7		45.8
	:					

1/ Season: August-July.

Table 110--Tomato catsup, bottled: Prices, farm value, and margins per case of 24/14-ounce bottles, and farm value and margins as a percentage of retail price, sold in Seattle, selected months and average, 1971/72 to 1975/76 1/

Item	Sept.	Dec.	Mar.	June	Average	Item	Sept.	Dec.	Mar.	June	Average
<u>Prices and farm value</u>											
<u>Retail price 2/:</u>						<u>Dollars</u>					
1971/72	7.61	7.54	7.61	7.34	7.54	Margins					
1972/73	7.30	7.30	7.32	7.73	7.42	Wholesaler and retailer:					
1973/74	7.78	8.18	8.98	9.14	8.52	1971/72	3.21	3.19	3.21	2.94	3.15
1974/75	10.15	10.90	10.70	11.35	10.66	1972/73	2.70	2.70	2.72	3.13	2.82
1975/76	10.92	10.87	10.89	11.18	10.97	1973/74	3.09	2.92	3.72	3.88	3.40
						1974/75	3.30	3.45	3.25	3.90	3.36
						1975/76	3.47	3.42	3.44	3.73	3.52
<u>Processor price (f.o.b.) 2/ 3/:</u>						<u>Dollars</u>					
1971/72	4.40	4.35	4.40	4.40	4.39	Processor:					
1972/73	4.60	4.60	4.60	4.60	4.60	1971/72	3.52	3.44	3.49	3.49	3.49
1973/74	4.69	5.26	5.26	5.26	5.12	1972/73	3.69	3.69	3.69	3.69	3.69
1974/75	6.85	7.45	7.45	7.45	7.30	1973/74	3.69	4.17	4.17	4.17	4.05
1975/76	7.45	7.45	7.45	7.45	7.45	1974/75	5.45	5.75	5.75	5.75	5.68
						1975/76	5.76	5.78	5.78	5.78	5.77
<u>Farm value 4/:</u>						<u>Percent</u>					
1971/72	.88	.91	.91	.91	.90	Wholesale and retailer					
1972/73	.91	.91	.91	.91	.91	margin as a percentage					
1973/74	1.00	1.09	1.09	1.09	1.07	of retail price:					
1974/75	1.40	1.70	1.70	1.70	1.62	1971/72	42	42	42	40	42
1975/76	1.69	1.67	1.67	1.67	1.68	1972/73	37	37	37	40	38
						1973/74	40	36	41	42	40
						1974/75	32	32	30	34	32
						1975/76	32	32	32	33	32
<u>Farm value as a percentage</u>						<u>Percent</u>					
of retail price:											
1971/72	12	12	12	12	12	Processor margin as a					
1972/73	12	12	13	12	12	percentage of retail					
1973/74	13	13	12	12	13	price:					
1974/75	14	15	16	15	15	1971/72	46	46	46	48	46
1975/76	15	15	15	15	15	1972/73	51	51	50	48	50
						1973/74	47	51	47	46	47
						1974/75	54	53	54	51	53
						1975/76	53	53	53	52	53

1/ Priced each 3 months during marketing year August through July.

2/ Fancy grade.

3/ F.o.b. California plants.

4/ Returns for 53.48 pounds (farm weight) of tomatoes for processing by California growers.

Table 111--Apple juice, bottled: U.S. pack by regions, 1965/66-1975/76

Season	:	East	:	Midwest	:	West	:	Total pack
	:		:	<u>1,000 actual cases</u>			:	
1965/66	:	4,720	:	3,195	:	1,755	:	9,670
1966/67	:	4,183	:	1,933	:	2,836	:	8,953
1967/68	:	5,088	:	1,632	:	2,309	:	9,029
1968/69	:	5,217	:	1,791	:	2,635	:	9,641
1969/70	:	6,881	:	2,100	:	4,522	:	13,503
1970/71	:	7,946	:	2,692	:	3,834	:	14,472
1971/72	:	8,618	:	2,581	:	2,949	:	14,148
1972/73	:	8,204	:	2,730	:	3,344	:	14,277
1973/74	:	10,100	:	1,527	:	3,996	:	15,623
1974/75	:	10,933	:	1,819	:	3,647	:	16,399
1975/76	:	8,473	:	2,564	:	4,889	:	15,926

Source: National Canners Association.

Table 112--Apple juice, bottled: Season average retail price in selected cities, 1973/74-1975/76 1/

Season	:	Atlanta	:	New York City	:	2-city average
	:		:	<u>Cents per quart bottle</u>		
1973/74	:	53.7	:	50.5	:	52.1
1974/75	:	57.8	:	54.1	:	56.0
1975/76	:	55.7	:	53.8	:	54.8

1/ Season: September-August.

Table 113--Apple juice, bottled: Prices, farm value, and margins per case of 12/1 quart bottles and farm value and margins as a percentage of retail price, sold in Atlanta, selected months and average, 1973/74 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
Prices and farm value											
Retail price 2/:											
1973/74	5.62	6.43	6.84	6.89	6.44	:Wholesaler and retailer:					
1974/75	6.86	7.27	6.94	6.70	6.94	: 1973/74	1.02	2.13	2.24	1.64	1.75
1975/76	6.60	6.64	6.68	6.83	6.68	: 1974/75	2.11	2.52	2.19	1.95	2.19
						: 1975/76	2.12	2.39	2.43	1.86	2.19
Processor price (f.o.b.) 2/:											
1973/74	4.60	4.30	4.60	5.25	4.69	:Processor:					
1974/75	4.75	4.75	4.75	4.75	4.75	: 1973/74	3.19	2.72	3.02	3.67	3.15
1975/76	4.48	4.25	4.25	4.97	4.49	: 1974/75	3.48	3.59	3.59	3.59	3.56
						: 1975/76	3.64	3.52	3.52	4.24	3.73
Farm value 3/:											
1973/74	1.41	1.58	1.58	1.58	1.54	:Wholesale and retailer:					
1974/75	1.27	1.16	1.16	1.16	1.19	: margin as a percentage:					
1975/7684	.73	.73	.73	1.19	: of retail price:					
						: 1973/74	18	33	33	24	27
Farm value as a percentage						: 1974/75	31	35	31	29	32
of retail price:						: 1975/76	32	36	36	27	33
1973/74	25	25	23	23	24						
1974/75	18	16	17	17	17	:Processor margin as a					
1975/76	13	11	11	11	11	: percentage of retail					
						: price:					
						: 1973/74	57	42	44	53	49
						: 1974/75	51	49	52	54	51
						: 1975/76	55	53	53	62	56

1/ Priced each 3 months during marketing year September through August.

2/ F.o.b. Eastern plants.

3/ Returns for 35,29 pounds (farm weight) of apples for processing into juice received by growers in Maryland, New York, Pennsylvania, Virginia, and West Virginia.

Table 114--Apple juice, bottled: Prices, farm value, and margins per case of 12/1 quart bottles and farm value and margins as a percentage of retail price, sold in New York City, selected months and average 1973/74 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
Prices and farm value											
Retail price 2/:						Margins					
1973/74	5.68	6.06	6.16	6.36	6.06	:Wholesaler and retailer:	1.08	1.76	1.56	1.16	1.37
1974/75	5.93	6.79	6.82	6.53	6.49	: 1973/74	1.18	2.04	2.07	1.78	1.74
1975/76	6.70	6.40	6.18	6.59	6.46	: 1974/75	2.22	2.15	1.93	1.62	1.97
						: 1975/76					
Processor price (f.o.b.) 2/:						: Processor:					
1973/74	4.60	4.30	4.60	5.25	4.69	: 1973/74	3.19	2.72	3.02	3.67	3.15
1974/75	4.75	4.75	4.75	4.75	4.75	: 1974/75	3.48	3.59	3.59	3.59	3.56
1975/76	4.48	4.25	4.25	4.97	4.49	: 1975/76	3.64	3.52	3.52	4.24	3.73
Farm value 3/:						:Wholesale and retailer					
1973/74	1.41	1.58	1.58	1.58	1.54	: margin as a percentage:					
1974/75	1.27	1.16	1.16	1.16	1.19	: of retail price:					
1975/7684	.73	.73	.73	.76	: 1973/74	19	29	25	17	23
						: 1974/75	20	30	30	27	27
Farm value as a percentage						: 1975/76	33	34	31	25	30
of retail price:											
1973/74	25	26	26	25	25	: Processor margin as a					
1974/75	21	17	17	18	18	: percentage of retail					
1975/76	13	11	12	11	12	: price:					
						: 1973/74	56	45	49	58	52
						: 1974/75	59	53	53	55	55
						: 1975/76	54	55	57	64	58

1/ Priced each 3 months during marketing year September through August.

2/ F.o.b. Eastern plants.

3/ Returns for 35.29 pounds (farm weight) of apples for processing into juice received by growers in Maryland, New York, Pennsylvania, Virginia, and West Virginia.

Table 115--Grapefruit juice, canned: U.S. pack by States, 1965/66-1974/75

Season	Florida	Texas	California and Arizona	Total
	<u>1,000 actual cases</u>			
1965/66	10,671	658	886	12,215
1966/67	15,565	1,579	1,233	18,377
1967/68	11,756	684	1,622	14,063
1968/69	12,586	2,681	1,940	17,207
1969/70	14,711	1/	5,369	20,080
1970/71	17,393	4,174	2,287	23,854
1971/72	19,282	3,550	2,058	24,891
1972/73	17,368	5,998	2,621	25,987
1973/74	18,773	5,370	2,437	26,579
1974/75	15,071	2,570	2,517	20,158

1/ Included in California and Arizona.

Source: National Canners Association.

Table 116--Grapefruit juice, canned: Season average retail price in selected cities, 1965/66-1975/76 1/

Season	Detroit	Pittsburgh	2-city average
	<u>Cents per 46-ounce can</u>		
1965/66	42.7	44.1	43.4
1966/67	37.5	37.4	37.4
1967/68	38.2	41.2	39.7
1968/69	37.1	41.0	39.0
1969/70	43.7	46.8	45.2
1970/71	47.2	52.2	49.7
1971/72	50.9	53.9	52.4
1972/73	50.5	51.0	50.8
1973/74	50.5	52.8	51.6
1974/75	55.6	56.2	55.9
1975/76	57.0	57.8	57.4

1/ Season: October-September.

Table 117--Grapefruit juice, canned: Prices, farm value, and margins per case of 12/3 cylinder cans, and farm value and margins as a percentage of retail price, sold in Detroit, selected months and average, 1970/71 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
<u>Dollars</u>											
Prices and farm value											
Retail price:											
1970/71	5.58	5.57	5.50	6.00	5.66	Wholesaler and retailer	1.00	1.49	1.08	1.28	1.21
1971/72	6.18	6.22	5.95	6.07	6.11	1970/71	1.60	1.50	1.63	1.55	1.57
1972/73	6.14	6.18	6.03	5.89	6.06	1971/72	1.62	1.66	1.75	1.86	1.71
1973/74	5.95	6.24	5.89	6.14	6.06	1972/73	1.63	1.92	1.64	1.89	1.78
1974/75	6.59	6.71	6.74	6.64	6.67	1973/74	1.64	1.76	2.09	1.99	1.87
1975/76	6.76	6.78	6.86	6.96	6.84	1974/75	2.11	2.28	2.36	2.46	2.31
Processor price (f.o.b.) 2/:											
1970/71	4.58	4.08	4.42	4.72	4.45	Processor:					
1971/72	4.58	4.72	4.32	4.52	4.54	1970/71	2.69	2.14	2.48	2.78	2.52
1972/73	4.52	4.52	4.28	4.08	4.54	1971/72	2.47	2.45	2.05	2.25	2.31
1973/74	4.32	4.32	4.25	4.25	4.35	1972/73	2.33	2.42	2.18	1.98	2.23
1974/75	4.95	4.95	4.65	4.65	4.80	1973/74	2.43	2.65	2.58	2.58	2.56
1975/76	4.65	4.50	4.50	4.50	4.53	1974/75	3.35	3.43	3.13	3.13	3.26
						1975/76	3.16	3.04	3.04	3.04	3.06
Farm value 3/:											
1970/71	1.89	1.94	1.94	1.94	1.93	Wholesale and retailer					
1971/72	2.11	2.27	2.27	2.27	2.23	margin as a percentage					
1972/73	2.19	2.10	2.10	2.10	2.12	of retail price:					
1973/74	1.89	1.67	1.67	1.67	1.72	1970/71	18	27	20	21	21
1974/75	1.60	1.52	1.52	1.52	1.54	1971/72	26	24	27	26	26
1975/76	1.49	1.46	1.46	1.46	1.47	1972/73	26	27	29	30	28
						1973/74	27	31	28	31	29
						1974/75	25	26	31	30	28
						1975/76	31	34	34	35	34
Farm value as a percentage											
of retail price:											
1970/71	34	35	35	32	34	Processor margin as a					
1971/72	34	37	38	37	36	percentage of retail					
1972/73	36	34	35	36	35	price:					
1973/74	32	27	28	27	29	1970/71	48	38	45	47	45
1974/75	24	23	23	23	23	1971/72	40	39	35	37	38
1975/76	22	21	21	21	21	1972/73	38	39	36	34	37
						1973/74	41	42	44	42	42
						1974/75	51	51	46	47	49
						1975/76	47	45	44	44	45

1/ Priced each 3 months during marketing year October through September.

2/ F.o.b. Florida plants.

3/ Returns to Florida growers for seasonal average quantity of grapefruit required to pack 12/3 cylinder cans.

Table 119--Orange juice, canned: U.S. pack
by states 1965/66-1974/75

Season	Florida	Texas	California and Arizona	Total
			<u>1,000 actual cases</u>	
1965/66	13,466	N/A	679	14,145
1966/67	15,803	519	1,308	17,629
1967/68	11,895	305	352	12,551
1968/69	13,702	878	1,111	15,691
1969/70	14,266	<u>1</u>	2,816	17,082
1970/71	13,368	1,776	1,822	16,966
1971/72	12,888	1,356	1,683	15,927
1972/73	14,173	1,849	1,483	17,506
1973/74	11,833	1,668	1,115	14,615
1974/75	10,359	1,440	1,212	13,011

1/ Included in California and Arizona.

N/A = Not available.

Source: National Canners Association.

Table 120--Orange juice, canned: Season average, retail price in selected cities, 1965/66-1975/76 1/

[illegible]

1/ Season: October-September.

Table 122--Orange juice, canned: Prices, farm value, and margins per case of 12/3 cylinder cans and farm value and margins as a percentage of retail price, sold in Pittsburgh, selected months and average, 1970/71 to 1975/76 1/

Item	Nov.	Feb.	May	Aug.	Average	Item	Nov.	Feb.	May	Aug.	Average
Prices and farm value											
Retail price:											
1970/71	5.71	5.12	5.71	5.80	5.58	Wholesaler and retailer :	2.29	1.80	1.89	1.82	1.94
1971/72	5.82	6.00	6.06	5.99	5.96	1970/71	1.84	1.58	1.88	1.81	1.77
1972/73	5.82	5.86	6.06	6.16	5.98	1971/72	1.82	2.08	2.08	2.08	2.02
1973/74	6.06	6.37	5.83	6.34	6.14	1972/73	1.98	2.29	1.58	2.16	1.99
1974/75	7.12	6.84	6.91	7.15	7.01	1973/74	2.17	1.54	1.61	1.85	1.80
1975/76	6.96	7.30	7.39	7.49	7.28	1974/75	1.66	2.25	2.34	1.89	2.03
						1975/76					
Processor price (f.o.b.) 2/:											
1970/71	3.42	3.32	3.82	3.98	3.64	Processor:					
1971/72	3.98	4.42	4.18	4.18	4.19	1970/71	2.05	1.96	2.46	2.62	2.28
1972/73	4.00	3.78	3.98	4.08	3.96	1971/72	2.23	2.32	2.08	2.08	2.18
1973/74	4.08	4.08	4.25	4.18	4.15	1972/73	2.12	2.12	2.32	2.42	2.24
1974/75	4.95	5.30	5.30	5.30	5.21	1973/74	2.36	2.29	2.46	2.39	2.38
1975/76	5.30	5.05	5.05	5.60	5.25	1974/75	3.16	3.50	3.50	3.50	3.41
						1975/76	3.33	2.92	2.92	3.47	3.16
Farm value 3/:											
1970/71	1.37	1.36	1.36	1.36	1.36	Wholesale and retailer :					
1971/72	1.75	2.10	2.10	2.10	2.01	margin as a percentage :					
1972/73	1.88	1.66	1.66	1.66	1.72	of retail price:					
1973/74	1.72	1.79	1.79	1.79	1.77	1970/71	40	35	33	31	35
1974/75	1.79	1.80	1.80	1.80	1.80	1971/72	32	26	31	30	30
1975/76	1.97	2.13	2.13	2.13	2.09	1972/73	31	36	34	34	34
						1973/74	33	36	27	34	32
Farm value as a percentage						1974/75	31	23	23	26	26
of retail price:						1975/76	24	31	32	25	28
1970/71	24	27	24	24	24						
1971/72	30	35	35	35	34	Processor margin as a					
1972/73	32	28	28	27	29	percentage of retail					
1973/74	28	28	31	28	29	price:					
1974/75	25	26	26	25	25	1970/71	36	38	43	45	41
1975/76						1971/72	37	39	34	35	36
						1972/73	38	36	38	39	37
						1973/74	39	36	42	38	39
						1974/75	44	51	51	49	49
						1975/76	48	40	40	46	43

1/ Priced each 3 months during marketing year October through September.

2/ F.o.b. Florida plants.

3/ Returns to Florida growers for seasonal average quantity of oranges required to pack 12/3 cylinder cans.

Table 123--Orange juice, frozen, concentrated: Carryin, Florida pack and total supply, 1965/66-1975/76

Season	:	Carryin	:	Florida	:	Total
	:		:	pack	:	supply
	:		:	<u>Million gallons</u>		
1965/66	:	21.8	:	77.6	:	99.4
1966/67	:	12.8	:	132.2	:	145.0
1967/68	:	27.2	:	87.3	:	114.5
1968/69	:	12.9	:	108.0	:	120.9
1969/70	:	17.4	:	126.4	:	143.8
1970/71	:	26.6	:	133.7	:	160.3
1971/72	:	22.6	:	145.9	:	168.5
1972/73	:	27.7	:	180.2	:	207.9
1973/74	:	47.4	:	176.4	:	223.8
1974/75	:	48.9	:	178.2	:	227.1
1975/76	:	46.5	:	290.7	:	337.2

Source: Florida Cannery Association.

Table 124--Orange juice, frozen, concentrated: Season average retail price in selected cities, and U.S., 1965/66-1975/76 1/

Season	:	Atlanta	:	Chicago	:	Los Angeles	:	New York City	:	U.S.
	:		:		:		:		:	
	:		:		:		:		:	
	:		:		:		:		:	
1965/66	:	N/A	:	23.7	:	25.3	:	21.7	:	22.3
1966/67	:	N/A	:	20.4	:	22.6	:	17.7	:	19.1
1967/68	:	20.3	:	22.2	:	24.2	:	20.3	:	20.9
1968/69	:	22.5	:	26.2	:	27.2	:	23.4	:	24.0
1969/70	:	20.9	:	23.5	:	25.3	:	22.0	:	22.6
1970/71	:	21.2	:	24.0	:	25.6	:	22.5	:	23.1
1971/72	:	23.2	:	25.1	:	27.2	:	24.7	:	25.0
1972/73	:	23.8	:	27.4	:	27.6	:	24.7	:	25.1
1973/74	:	22.7	:	27.8	:	29.4	:	24.9	:	25.7
1974/75	:	25.4	:	31.2	:	31.3	:	27.9	:	28.0
1975/76	:	26.6	:	32.5	:	30.7	:	28.8	:	28.9

1/ Season: December-November.

N/A = Not available.

Table 125--Orange juice, frozen, concentrated: Prices, farm value, and margins per dozen 6-ounce cans and farm value and margins as a percentage of U.S. average retail price, selected months and average, 1970/71 to 1975/76 1/

Item	Jan.	Apr.	July	Oct.	Average	Item	Jan.	Apr.	July	Oct.	Average
			Dollars								
Prices and farm value						Margins					
Retail price:						Wholesale and retailer					
1970/71	2.58	2.65	2.87	3.00	2.77	: 1970/71	1.20	1.12	1.09	1.12	1.13
1971/72	2.99	3.01	3.00	2.98	3.00	: 1971/72	1.11	1.13	1.12	1.10	1.12
1972/73	3.00	3.05	2.99	3.00	3.01	: 1972/73	1.12	1.17	1.37	1.12	1.19
1973/74	3.04	3.05	3.07	3.18	3.08	: 1973/74	1.16	1.29	1.19	1.23	1.21
1974/75	3.29	3.37	3.38	3.41	3.36	: 1974/75	1.19	1.27	1.40	1.31	1.29
1975/76	3.50	3.50	3.50	3.36	3.47	: 1975/76	1.30	1.30	1.50	1.41	1.38
Processor price (f.o.b.) 2/:						: Processor:					
1970/71	1.38	1.53	1.78	1.88	1.64	: 1970/7146	.57	.82	.92	.69
1971/72	1.88	1.88	1.88	1.88	1.88	: 1971/7276	.61	.61	.61	.65
1972/73	1.88	1.88	1.62	1.88	1.82	: 1972/7374	.88	.62	.88	.78
1973/74	1.88	1.76	1.88	1.95	1.87	: 1973/7482	.64	.76	.83	.77
1974/75	2.10	2.10	1.98	2.10	2.07	: 1974/75	1.02	1.07	.95	1.07	1.03
1975/76	2.20	2.20	2.00	1.95	2.09	: 1975/76	1.02	.87	.67	.62	.80
Farm value 3/:						: Wholesale and retailer:					
1970/7192	.96	.96	.96	.95	: margin as a percentage:					
1971/72	1.12	1.27	1.27	1.27	1.23	: of retail price:					
1972/73	1.14	1.00	1.00	1.00	1.04	: 1970/71	46	42	38	37	41
1973/74	1.06	1.12	1.12	1.12	1.10	: 1971/72	37	38	37	37	37
1974/75	1.08	1.03	1.03	1.03	1.04	: 1972/73	37	38	46	38	40
1975/76	1.18	1.33	1.33	1.33	1.29	: 1973/74	38	42	39	39	39
Farm value as a percentage						: 1974/75	36	38	41	39	38
of retail price:						: 1975/76	37	37	43	42	40
1970/71	36	36	33	32	34	: Processor margin as a					
1971/72	38	42	43	43	41	: percentage of retail					
1972/73	38	33	33	33	34	: price:					
1973/74	34	37	36	35	36	: 1970/71	18	22	29	31	25
1974/75	33	30	31	30	31	: 1971/72	25	20	20	20	22
1975/76	34	38	38	40	37	: 1972/73	25	29	21	29	26
						: 1973/74	27	21	25	26	25
						: 1974/75	31	32	28	31	31
						: 1975/76	29	25	19	18	23

1/ Priced each 3 months during marketing year December through November.

2/ F.o.b. Florida plants (unadvertised brands).

3/ Returns to Florida growers for seasonal average quantity of oranges required to pack 12/6-ounce cans.

Table 128--Orange juice, frozen, concentrated: Prices, farm value, and margins per dozen 6-ounce cans and farm value and margins as a percentage of retail price, sold in Los Angeles, selected months and average, 1970/71 to 1975/76 1/

Item	Jan.	Apr.	July	Oct.	Average	Item	Jan.	Apr.	July	Oct.	Average
			Dollars						Dollars		
Prices and farm value											
Retail price:											
1970/71	2.94	2.98	3.13	3.25	3.07	Wholesaler and retailer:	1.56	1.45	1.35	1.37	1.43
1971/72	3.18	3.26	3.31	3.30	3.26	1970/71	1.30	1.38	1.43	1.42	1.38
1972/73	3.29	3.32	3.29	3.36	3.31	1971/72	1.41	1.44	1.67	1.48	1.49
1973/74	3.52	3.47	3.41	3.71	3.53	1972/73	1.64	1.71	1.53	1.76	1.66
1974/75	3.86	3.71	3.38	3.74	3.75	1973/74	1.76	1.61	1.40	1.64	1.68
1975/76	3.82	3.73	3.65	3.53	3.68	1974/75	1.62	1.53	1.65	1.58	1.59
						1975/76					
Processor price (f.o.b.) 2/:											
1970/71	1.38	1.53	1.78	1.88	1.64	Processor:					
1971/72	1.88	1.88	1.88	1.88	1.88	1970/70	.46	.57	.82	.92	.69
1972/73	1.88	1.88	1.62	1.88	1.82	1971/72	.76	.61	.61	.61	.65
1973/74	1.88	1.76	1.88	1.95	1.87	1972/73	.74	.88	.62	.88	.78
1974/75	2.10	2.10	1.98	2.10	2.07	1973/74	.82	.64	.76	.83	.77
1975/76	2.20	2.20	2.00	1.95	2.09	1974/75	1.02	1.07	.95	1.07	1.03
						1975/76	1.02	.87	.67	.62	.80
Farm value 3/:											
1970/71	.92	.96	.96	.96	.95	Wholesaler and retailer:					
1971/72	1.12	1.27	1.27	1.27	1.23	margin as a percentage:					
1972/73	1.14	1.00	1.00	1.00	1.04	of retail price:					
1973/74	1.06	1.12	1.12	1.12	1.10	1970/71	53	49	43	42	47
1974/75	1.08	1.03	1.03	1.03	1.04	1971/72	41	42	43	43	42
1975/76	1.18	1.33	1.33	1.33	1.29	1972/73	43	43	51	44	45
						1973/74	47	50	45	48	47
Farm value as a percentage						1974/75	46	43	41	44	45
of retail price:						1975/76	42	41	45	45	43
1970/71	31	32	31	30	31	Processor margin as a					
1971/72	35	39	38	39	38	percentage of retail					
1972/73	35	30	30	30	31	price:					
1973/74	30	32	33	30	31	1970/71	16	19	26	28	22
1974/75	28	28	31	27	28	1971/72	24	19	19	18	20
1975/76	31	36	37	38	35	1972/73	22	27	19	24	26
						1973/74	23	18	22	22	22
						1974/75	26	29	28	29	27
						1975/76	26	23	18	17	22

1/ Priced each 3 months during marketing year December through November.

2/ F.o.b. Florida plants (unadvertised brands).

3/ Returns to Florida growers for seasonal average quantity of oranges required to pack 12/6-ounce cans.

Table 130--Tomato juice, canned: Carryin, U.S. pack,
and total supply, 1965/66-1975/76

Season	:	Carryin	:	U.S. Pack	:	Total supply
	:		:	<u>1,000 cases (24/303 cans)</u>		
1965/66	:	9,985	:	40,047	:	50,032
1966/67	:	8,256	:	38,907	:	47,163
1967/68	:	6,896	:	42,815	:	49,711
1968/69	:	8,539	:	40,169	:	48,708
1969/70	:	10,679	:	33,653	:	44,332
1970/71	:	7,626	:	36,761	:	44,387
1971/72	:	6,814	:	38,411	:	45,225
1972/73	:	8,023	:	31,074	:	39,097
1973/74	:	2,647	:	33,936	:	38,780
1974/75	:	4,866	:	36,133	:	40,999
1975/76	:	5,706	:	35,358	:	41,064

Source: National Cannery Association

Table 131--Tomato juice, canned: Season average retail price in selected
cities, 1965/66-1975/76 1/

Season	:	Seattle	:	Washington, D.C.	:	2-city average
	:		:	<u>Cents per 46-ounce can</u>		
1965/66	:	37.0	:	31.4	:	34.2
1966/67	:	35.9	:	33.0	:	34.4
1967/68	:	36.9	:	35.6	:	36.2
1968/69	:	36.2	:	34.4	:	35.3
1969/70	:	38.3	:	36.2	:	37.2
1970/71	:	41.4	:	36.0	:	38.7
1971/72	:	43.0	:	38.0	:	40.5
1972/73	:	43.8	:	42.5	:	43.2
1973/74	:	50.3	:	51.1	:	50.7
1974/75	:	67.6	:	64.7	:	66.2
1975/76	:	67.4	:	66.4	:	66.9

1/ Season: August-July.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250

POSTAGE AND FEES PAID
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